

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. L.

NEW YORK, MARCH 1, 1905.

No. 9.

Star League Dailies.	Indianapolis.	Muncie	Terre Haute	Total
Average Daily output.....	95,149	28,352	22,739	146,240
Actual Net circulation.....	89,696	27,670	22,017	139,383
Net Paid circulation.....	87,481	27,163	21,146	135,790

1904

Certified Circulation

Advertisers Bureau
of
Circulation Examinations

New York and Chicago

This certifies that **The Star League** (The Indianapolis Morning Star, The Muncie Morning Star, The Terre Haute Morning Star) afforded every facility to the auditors of this Bureau for a thorough examination of circulation, permitting unrestricted access to all records and books of account from paper purchased and consumed to cash received and banked, and that the Bureau reports to clients a complete analysis of the output, proving true and accurate the publisher's statement of the

Average Circulation
From July 1 to December 31, 1904.

for The Indianapolis Star of **Eighty seven thousand, four hundred and eighty one copies per day. Net.**
for The Muncie Star of **Twenty seven thousand, one hundred and sixty three copies per day. Net.**
for The Terre Haute Star of **Twenty one thousand, one hundred and forty six copies per day. Net.**

these net statements issued by the publisher being the average of the actual net paid in cash circulation, all spoiled, left over, filed, office use, unsold, returned, complimentary, service and sample copies, and all copies to advertisers and exchanges having been deducted

Including the complimentary, service and sample copies, and the copies to advertisers and exchanges, the actual net circulation was Indianapolis-89,696--Muncie-27,670--Terre Haute-22,017--Total-139,383

The average actual output (sample copies excluded) for the week ending January 21, 1905, was
Indianapolis Star.. 95,149
Muncie Star..... 28,352
Terre Haute Star... 22,739
Total..... 146,240

[Signature] Secretary,
10 Dearborn Street,
Chicago

Indianapolis, Ind., January 25, 1905.

MEDICAL BRIEF ADVERTISERS

declare that its world-wide circulation—built on merit—makes it

**THE BEST BY ANY TEST TO
REACH FAMILY DOCTORS . . .**

BILLINGS, CLAPP COMPANY

MANUFACTURING CHEMISTS

BOSTON, MASS.

CABLE ADDRESS...

BILLINGS, BOSTON

Jan. 24th., 1906.

Editor Medical Brief,

St. Louis, Mo.

Dear Sir:

We shall send a fresh copy for our advertisement in the March issue, and take this occasion to express our appreciation of the results from our advertising in your paper. It seems to reach a very large class of Physicians more effectively than anything else we have tried.

Yours truly,

BILLINGS, CLAPP COMPANY.

E. S. Briggs PRES.

THE MEDICAL BRIEF

is read monthly by more

**FAMILY DOCTORS
THE WORLD OVER**

than any other medical journal extant.

MEDICAL BRIEF ADVERTISERS

are the best witnesses of this
and tell their own story . . .

**"Verdict of Advertisers," Sample copy and
rates for the asking.**

OFFICES:

9th and Olive Streets, St. Louis, Mo. Astor Court Building, New York.
Auckland House, Basinghall Avenue, London, E. C., England.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29 1895.

VOL. L.

NEW YORK, MARCH 1, 1905.

No. 9.

FOURTY YEARS AN ADVERTISING AGENT.

By Mr. George P. Rowell.

NINTH PAPER.

On Monday, March 5, 1865, I took possession of a small office at No. 23 Congress street, in Boston, situated up two flights of stairs, in the rear of a building owned and occupied by a very respectable firm of liquor dealers; who sold goods in packages and over the bar as well. The rent of the office was \$150 a year, payable monthly. It was a room about fifteen feet square with two windows looking out on a court, and contained no closet nor any additional space or conveniences.

Mr. Horace Dodd, a friend of some years' standing, but having no experience with advertising or newspapers, had expressed a willingness to join forces with me, if an opening, wide enough for two to stand in, could be developed. Horace had no money, but his uncle, also known as Horace Dodd, an old and respected Boston merchant, was willing to back his nephew to the extent of \$1,000 in ready cash. I was also able to produce an equal amount, because I had the confidence of my father and one or two other relatives. It hurts me to admit, however, that had I not enjoyed that confidence, I could not have started out in trade at that time; for during the preceding years, and before the experiment with the playbills, I had, in an endeavor to improve my finances, by buying some stocks on a margin, succeeded in acquiring a net indebtedness of about \$2,000 over and above any money I could lay my hands on. Possibly this disagreeable circumstance had something to do with forcing the conviction upon me, that I must

get out and hustle, and earn more money than I had done up to that time.

The library table and the black walnut arm-chair, previously referred to, were taken to the new office. It was also embellished with a jute carpet, that developed the quality of getting fuller of dirt and holes than any other carpet it has ever been my fortune to become familiar with. Aside from the carpet, the only outlay for furniture was \$1.25 paid for a waste basket; and Horace and I agreed that, as one entered the office, this basket gave something of a business air to the room. We were not quite decided that our shadowy plans would work out, so while I occupied that one chair and wrote letters to all the country papers in New England, whose names we could ascertain, Horace endeavored to enlarge the circulation of the *Dial* by canvassing for new subscribers, carrying around with him, for purpose of explanation and exhibition, one of the japanned skeleton frames, a purchase of which was a preliminary necessity, before the subscription at ten cents a week could be considered as established. Now and then he would meet an acquaintance on a street corner, and one of them hurt his feelings one day by inquiring "What in hell are you doing with that tin thing?"

Pretty soon a few papers began to reach us by mail. I remember how gratified I felt when the first copies of the *Springfield Republican* and of the *Worcester Spy* came to hand. To care for these, we invested as much as a dollar, possibly more, in the purchase of as many newspaper filing sticks as could be hung upon brass hooks across a vacant space in the wall where there was a closed door that separated our office from that of a

real estate man, who came sometimes and sat in the room that adjoined ours.

The answers that came from the newspapers, to the letter I had written, indicated that they were favorably impressed with my proposal. They seemed to think very highly indeed, of one rather novel feature I had injected into it. It was to the effect, that although I expected to pay promptly, yet as I was a stranger, I would be willing to send a check for the first month's advertising, by return mail, if, in addition to the 25 per cent belonging to all agents—by divine right—an additional three per cent would be allowed for money paid in advance. I know now that a five per cent allowance would have been granted just as freely, but I had not then learned all that an advertising agent ought to know, and, to my inexperienced mind, it seemed to me that a rate of 36 per cent per annum, in consideration of expediting a payment some thirty days, was as much as it would be reasonable to ask. That extra three per cent continued to be allowed and taken in some cases, for many years; and now, after forty years, it has become almost customary to allow a reduction of five per cent to agents, for the same purpose, by a majority of the greatest and best newspapers and magazines; and not infrequently the extra discount is all, or about all, the profit the agent makes on a considerable percentage of the business he sends out.

It was soon evident that I could secure the hundred New England papers I desired, without any trouble, and that the price would not exceed the net sum estimated in advance; consequently I made an advertising trade, with a house sign and fresco painter of my acquaintance, by which he authorized me to have his name, business, and street address, inserted in our proposed list of one hundred papers, the same to occupy the space of half an inch, a space that would accommodate five lines of printed matter, and agreed to pay for the service the sum of \$62.50, by painting, first a sign of blue and gold to decorate the wall at the top of the second flight of stairs, setting

forth that whereabouts was the office of the *Dial*, and also to paint the two names

GEORGE P. ROWELL

HORACE DODD 2ND

in black letters on the glass pane in the office door, and in gold letters on a piece of black surfaced tin to be placed in position at the street entrance. Whatever balance remained to our credit, could be wiped out by additional signs and painting, as business developed. We would not enter into a partnership until we were satisfied there would be something beside responsibility to divide.

When we had a list of one hundred papers decided on, there arose the question of securing advertising contracts to fill the space we had agreed to buy in them. Something to exhibit to customers and to base a contract on, more easily read and not so difficult to prepare as a written list, seemed to be an absolute necessity. On the floor above us two young men (the firm was Babb & Stevens) had just established a one-room printing office, and had a small Gordon press. After numerous conferences on the subject of style of type, form of setting, quality of paper, etc., it was decided that a specified number of folders that would fit into a number six envelope could be had for the sum of \$6. We were hardly in position to assume imprudent expenses, and I think there was more hesitation about that \$6 outlay, than there ever was afterward over any outlay whatever that seemed to be needed for the promotion of business.

The circulars were effective. It was a poor day when I did not secure at least one order, and as the average space used was not much less than an inch, it was less than a month before the first installment of copy was ready to go out. There was full twenty inches of it, but some of the columns were twenty-two, twenty-four or even twenty-six inches long. It was the need of something to fill in these odd pieces of waste space that first led the Advertising Agency of Geo. P. Rowell & Co. to themselves become advertisers. If we could then have owned the recipe and

(Continued on page 6.)

These Papers Are Big Favorites With the Busy House- wife

The high-grade home evening newspaper is a pertinent factor in the success of advertising, both foreign and local. ¶ The influence of women in the home makes this possible for they are the greatest buyers of this world's goods, and enjoy reading clean evening newspapers. ¶ In Washington, Indianapolis, Minneapolis, Montreal and Baltimore the following newspapers are recognized as big favorites with the busy housewife :

The Washington Star.

The Indianapolis News.

The Minneapolis Journal.

The Montreal Star.

The Baltimore News.

¶ Aim to reach women in their homes, through these high-grade, home, evening newspapers and you will get good results. ¶ The local advertiser knows this to be a fact. ¶ The foreign advertiser can well follow his judgment.

DAN A. CARROLL,
Special Representative.

Tribune Building,
New York.

W. Y. PERRY,
(Mgr. Chicago Office.)

Tribune Building,
Chicago.

trademark of Ripans Tabules, it is probable that they would have become much more famous by this time than they ever have, or than is now ever likely to come about in their case.

It was not very evident to me how my friend Needham, the painter, expected to get his money back out of announcements in country papers, and I asked him the question one day. In reply he said he thought he "might get a church;" having in mind fresco painting and appropriate decoration. I do not think his expectations were realized. He was a little man, not very well dressed, his clothes were generally too big for him, but he really was a first-class artisan, and with more business ability might have become almost famous. One cold sleety day Horace and I were walking down the north side of Court street and saw Needham, evidently caught out without an overcoat or an umbrella, feeling very chilly, apparently, and standing all hunched up in a stairway entrance on the opposite side of the street. I said to Horace "There's Needham over there." Horace looked, took in the general appearance of the man and said, with a sort of a laugh that was common with him when some funny thought was in his mind: "Looks as though he'd got a church!" The idea that the remark conveyed to me was that Dodd thought Needham had swallowed one, and that was what made him look so angular and so uncomfortable.

CONCERNING THE "EVENING POST."

Publication Office,
"THE EVENING POST,"
Telephone, Cortlandt 84.

NEW YORK CITY, Feb. 16, 1905.

Editor of PRINTERS' INK:

Our attention has been called to No. 3 of the series of articles on the evening newspapers of New York City, which were prepared for the Kansas City Star at the request of a Mr. Nelson, and which appeared in the issue of PRINTERS' INK of Feb. 8, 1905.

The former editor-in-chief of the *Evening Post* is referred to as Lawrence Godkin, which is very misleading, owing to the fact that his correct name was Edwin L. Godkin, though he has a son who is a lawyer, and his name is Lawrence Godkin. The statement is made that in 1881 the *Evening Post* was sold to Mr. Henry Villard for \$2,000,-

000. This was absolutely untrue, as it was sold for less than one-third that amount. You will understand, therefore, that this was not, as the article states, a record purchasing price for a newspaper. We think you will also find that the statement in regard to the price paid for the *Philadelphia Record* and the *Philadelphia Ledger* are also inaccurate. The article also states that Mr. Oswald G. Villard, a son of Henry Villard, is the principal owner, and retains control, and that associated with him are Horace White and Carl Schurz. These statements are likewise incorrect. Mr. Oswald G. Villard is not the principal owner; he is simply the active representative of the Villard estate, which is the principal owner of the paper. Mr. Horace White has not been connected with the paper since May, 1904, and Mr. Carl Schurz has not been identified with it since Dec. 1883. The statement is also made in the article that Henry Villard, when he became wealthy, retained his vocation for newspapers, and tried in vain to buy the *New York Herald*. This statement is absolutely untrue and is absurd, as I think you will admit that almost every sane man knew, as we all now know, that the *New York Herald* was not to be purchased at any price, and we know positively that Mr. Henry Villard never tried to purchase that property.

We would also call your attention to the statement that the *Evening Post* recently joined issue with Mr. Hearst's *American* in an exchange of ribald compliments which were neither edifying to their readers nor creditable to themselves. This statement is also untrue, we think, as the *Evening Post* has not taken any more prominent attitude on this matter than many of the other New York respectable newspapers have done. It seems to us that the writer of this article has confused the *Evening Post* with the *New York Times* and its proprietor, Mr. Ochs, who is at this time suing Mr. Hearst and the *New York American* for slander.

Trusting that you will pardon the length of this communication, and that you will think the matter of sufficient importance to warrant our bringing it to your attention, we remain,

Yours very truly,
W. J. PATTISON, Publisher.

THE OFFICIAL ORGAN.

"REAL ESTATE."

A Monthly Journal Devoted to the Interests of Real Estate Dealers and Owners.

AMSTERDAM, N. Y., Feb. 14, 1905.

Editor of PRINTERS' INK:

At the first meeting of the Real Estate Association of New York State held in the Chamber of Commerce rooms, Syracuse, *Real Estate*, a monthly magazine published by the Amsterdam Advertising Co., Amsterdam, N. Y., was designated as the official organ for the Association.

Over a hundred of the leading real estate dealers of New York State were present and a most enthusiastic meeting took place. Yours truly,

AMSTERDAM ADVERTISING CO.

Your Advertising

Perhaps you haven't any, yet.

If you haven't, they will all be after you as soon as they know you are in the market. Advertising agency solicitors are a particularly active class. One of them may please you personally and catch your business.

And the service behind him may be all right. If so, congratulations. If not, it is too bad you did not do certain investigating before you jumped.

With all their hesitancy, so many new advertisers finally start rashly. They seem to forget that there may be agencies of long standing which thrive, not on the fact of a high percentage of successes, but on the certainty that new "suckers"—big ones, sometimes—come to light every minute.

We would like to suggest a line of investigation to you—here or abroad. A letter or postal card will bring Starke, of New York, or Derrick, of London, to your office—no matter where it is located—for a personal conference. We have no solicitors.

We have the only international advertising agency.

THE PAUL E. DERRICK ADVERTISING AGENCY

New York London Paris Cape Town Sydney Buenos Aires

THE AGENT'S COMMISSION.

IT BELONGS TO THE AGENT ALONE, SAYS MR. ROGERS, OF THE CHICAGO "DAILY NEWS"—WHEN GIVEN DIRECT TO ADVERTISERS IT SHOULD BE CALLED BY A VERY UNPLEASANT NAME—PLAIN SPEAKING AT THE RECENT CONVENTION OF THE AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION.

The Chicago *Daily News* has an eminently old-fashioned rate card—so complicated, in fact, that many agents and advertisers profess inability to find out just what a specified advertisement in that paper costs. The *Daily News's* advertising department figures the cost in such cases and renders a bill, so that it is really not necessary to bother with the rate schedule. And when the Chicago *Daily News* has rendered a bill to an advertiser or agent it is as certain as taxes that no other advertiser is paying either a cent more or less for the same quantity of the same kind of advertising. The Boston *Globe* shares with the Chicago *Daily News* this reputation for integrity. Both papers have steadily refused to take business from large advertisers who place through "dummy" agencies, or to pay a rebate to advertisers, but have always protected the advertising agent in his commission because they believed him to be an eminently useful person in the development of advertising. Through adherence to this principle they have relinquished many large accounts, the acceptance of which would be nothing more than a violation of principle. There may be a half dozen other daily papers in the United States that adhere to this practice, but perhaps no advertiser, agent or publisher would undertake to name that many.

At the meeting of the American Newspaper Publishers' Association last week in New York, Mr. S. S. Rogers, advertising manager of the Chicago *Daily News*, read the following paper upon the sub-

ject of "Agency Commissions Paid Direct to Advertisers."

COMMISSIONS PAID DIRECTLY TO ADVERTISERS.

As a matter of fact, no agency commission can be paid to an advertiser because, if any allowance is made to the advertiser, it is not an agency commission, nor is it a commission in any sense of the term. Two people dealing directly with each other can not have involved in the transaction a commission. A commission arises only when a third or intervening party comes into the transaction as a factor, or broker or agent, and then takes for his service of intervention a percentage of the transaction. That is properly called a brokerage or commission charge. If any publisher, therefore, is deceiving himself with the idea that he is paying any advertiser direct the agency commission, my advice is for him to become cured of his delusion and call the transaction which he is engaged in by the right and proper name. A publisher who imagines that he is paying an advertiser a commission is doing nothing of the sort. He is simply making an additional discount on his rate. If he does it for all advertisers and is satisfied with the net rate he is obtaining, I see no objection to the method. In fact, almost all of us have discounts on our rate cards. If he makes this special discount of rate to some advertisers and not to others, as I apprehend is the case where this sort of thing is done, he is simply making a better rate to one customer than another under the same conditions. I suppose I ought not to object to this if a publisher is satisfied with that type of honesty. Most of them do it, but a majority custom does not determine its integrity. The only thing which I would urge is that the thing be called by its right name. My name for it is *dishonesty*.

It is obtaining money under false pretences—the dishonesty of two prices—the fraud practiced on the customer who pays more than your real price only because he has

been mislead into believing that you have no other and lower price. Such a policy violates that supremely highest and wisest rule of action, whether viewed from the plane of morals or of mere worldly wisdom—"Do unto others as you would be done by." Make no mistake. The wit of man has never contrived a more sagacious plan of enlightened selfishness than the golden rule. I commend it to your careful consideration and acceptance. Put it on your rate cards and stop cheating the customer who isn't smart enough to find you out as to your bottom price. If you make a better rate to the Royal Baking Powder Company, or the Peruna Company, or Scott & Bowne, or Mr. Post, of Postum fame than you do to other advertisers doing the same amount of business, do not try to cloud your own vision by stirring up a lot of dust and calling the thing an advertising agent's commission.

What is an agent's commission? And what is it paid for? I think I have already suggested that it is paid theoretically at least for brokerage service. To understand the matter we must have clearly in mind what advertising agents or agencies are, and what their relation to the individual paper and the newspaper at large is. Upon what theory should we allow them a commission on the business which they send us? An advertising agent or agency worthy of the name is one equipped by capital, integrity and experience for the solicitation and development of an advertiser's business. I accede at once to the statement which is running through your minds that many of the agencies which are being recognized by the papers of the country do not qualify, at least fully, under this definition. I realize the difficulty which arises when we come to apply the definition to the individual case, but it ought at least be that which we are aiming at all the time in our dealing with agencies. Has the agency sufficient capital to give a reasonable assurance of its being able to handle its business and to

meet the ordinary vicissitudes of business? Has the agency, or the man or men constituting it, sufficient knowledge of the advertising business, of the trade conditions which prevail in the marketing of different products, of the various methods of advertising which have been tried in the past and found either efficient or useless, a knowledge of the varied mediums which are used for the carrying on of an advertising campaign and their relative values and cost, and a thousand other things which are necessary in order to make an agency a valued and safe counselor for an advertiser in undertaking his campaign? Is the agency also equipped with competent solicitors who are at work continuously for the development of new advertising?

Assuming now that we have some agencies, large and small, which meet measurably, at least, the qualifications and requirements which I have set forth, what shall be the relation of the newspaper publisher to them? My own judgment is that the newspapers of the country can very well afford to make a monthly or yearly contribution in some shape for the maintenance and continuance of such organizations. While I am by no means blind to the faults and delinquencies which have masqueraded under the name of advertising agencies, I do feel that the service which has been rendered to the newspapers in the development of advertising by the advertising agencies of the country as a whole, grouping them all together, good and bad, has far more than repaid the papers for their entire commission accounts during the past twenty years. I think that it would be a serious loss to the newspaper business of the country if all the advertising agencies of the country were to at once go out of business and there should be none to take their place. If I am at all right in this position, the newspapers are fully justified in dealing with the advertising agents upon an agency or commission basis, and thus contributing to the continuance of the operation of this entire machinery of

stimulation and development of advertising.

But our question is, Why should not this same commission be paid directly to the Royal Baking Powder Company, or any other advertiser who asks for it? I reply, because the reason for paying the commission to an advertising agency does not exist in the case of an advertiser. The advertiser has no machine for the stimulation of advertising business. He has not a force of solicitors continually at work with this end in view as is found in the large and even small agencies of the country, such as N. W. Ayer & Son, Lord & Thomas, and many smaller ones. The word "commission" used in this connection is a complete misnomer. It is entirely impossible for any one of us to pay the Royal Baking Powder Company a commission on its own business. You can make them a lower rate. You can allow additional discounts. But you cannot by any possibility pay them a commission because they are not doing anything for you—they are rendering no service. A commission applies, as I said above, to the intervening third party who is acting as a broker or middleman to bring together the buyer and seller.

What, then, is the ideal attitude for a newspaper to take? It may be worth our while to have an ideal business procedure outlined in our minds, even if we confessedly are continuously unfaithful to it. My own opinion is that no commission, so called, should ever be paid except where, in the honest belief of the publisher, there is the intervention in the deal of a legitimate and bona fide advertising agency. We may be fooled, as all of us are. We may sometimes allow commissions where it afterward develops that we ought not to have done so. But if we all follow faithfully the best assurances of our real conviction, I do not think that we shall go far astray. I know what such a policy involves. It involves occasionally facing the awful result of having business turn away from your door. But the publisher who

has not learned to view with complacency the loss of business for the maintenance of justice and equity in his dealings with his advertising clientele has not learned the first principles which contribute to ultimate and permanent success.

I am not here for the purpose of advertising the Chicago *Daily News* or its publisher. But I do want to take the risk of impropriety in saying that after an experience of nearly a quarter of a century in handling the advertising of the Chicago *Daily News*, I am absolutely convinced that no other single factor has so contributed to the pre-eminent success which has been achieved by that paper as the basic principle laid down by Mr. Lawson at the beginning when the paper was struggling for existence, and which has been continued without wavering during the more than a quarter of a century since, the principle of absolute and straightforward integrity in dealing with every advertising patron large and small. "Honesty is the best policy," not simply in the superficial sense, but in the larger and broader sense, in that meaning of the word honesty which takes hold of the whole motive and purpose of business activity. If this ideal seems too high and impracticable to any of you, let me assure you that it is not only wholly within the limit of possibility, but I believe is *absolutely essential* to the largest and best success.

WHAT'S IN A NAME.

Senior Partner—What title shall we give our new beauty book?

Junior Partner—How would "How to Become Beautiful" do?

Senior Partner—Don't believe that would make a hit with most women.

Junior Partner—Then we'll call it "How to Continue Beautiful."

Senior Partner—Ah, that's the stuff! —*Pittsburg Post*.

TIME TO TAKE A DRINK.

The newest of the whiskey signs to tower from the roofs of the Tenderloin has proved the most useful ever seen there. It tells the time in electric lighted figures and changes every minute. It is visible a long distance away and its practical utility makes it a contrast to some of the other signs, which are a nuisance in that region.—*Sun*.

NOTES.

A NEW Parisian journal called *L'Invisible* is printed in white ink on black paper. It appears twice a month, and is anything but cheerful in appearance.

A BOOKLET containing specimens of envelope enclosures in two colors comes from Ambrose S. Carnell, 150 Nassau street, New York, who makes a specialty of writing, designing and printing advertising matter of this character.

SPECIMENS of what is evidently an extensive mail literature system come from the Philadelphia Electric Co., Philadelphia. Each booklet and folder sets forth some specific service in an attractive way, and is accompanied by reply cards that make inquiry easy.

THE largest advertising poster on record, it is said, was one designed and used by a Cincinnati firm of lithographers in 1883. It contained 100 sheets, each twenty-eight by forty-two inches in size, pasted together. The poster represented a circus interior, and was ten feet high and eighty-five feet long.

BRILL BROS. of New York, recently advertised their brown suits in the following clever way: "The whole Brown family is registered at the Brill stores: Mahogany Brown; Walnut Brown; Maroon Brown; Seal Brown; Havana Brown; Olive Brown; Prune Brown and Buster Brown."—*Fits, Indianapolis.*

Fulton's Bulletin is a monthly paper sent to druggists by the Jno. J. Fulton Co., San Francisco, in the interests of Fulton's Compounds. These remedies are intended for kidney diseases, and the paper enforces the prevalence of Bright's Disease and diabetes, showing the profit to be made by pushing the Compounds.

GENERAL advertising to sell shoe strings seems small business. But the Kelley Mfg. Co., of Des Moines, Iowa, makes it pay on a national basis, exploiting a shoe string that has an unbreakable tip. A very effective part of the campaign is a booklet of shoe string tips, the cover ornamented with a specimen string.

As a possible means of bringing emigrants to Tasmania a resident of that colony has sent to England 150 photographs of Tasmanian life and scenery to be placed in London public houses. It is said that Canada has distributed booklets, papers and pictures to almost every public house and tavern in Great Britain with excellent results.

"FOREIGN Patents" is a pithy booklet from R. S. & A. B. Lacey, patent solicitors, Washington. Besides complete information as to how foreign patents should be procured and why, it gives interesting facts regarding the protection of American inventions abroad and shows how such protection adds to their value in this country.

AN expensive booklet, in colors, with embossed covers and maps, describes the luxurious winter hotels on the East Coast of Florida. It is sent out by the Florida East Coast Hotel Company, 243 Fifth avenue, New York, and the Florida East Coast Railway, same address.

"YOUR MESSENGER" is an effective booklet from the *Grain Dealers' Journal*, Chicago, written around the idea that an advertisement is equivalent to a personal message to the paper's readers. Emphasis is put on the inquiry department of the publication, which receives many requests for information regarding things that ought to be advertised.

FASHION cuts that have "life" quality, as well as the soft effect of a wash sketch, illustrate the women's wear catalogue of the Printz, Biederman Co., Cleveland. The book is called "Distinction in Dress," and has a distinctly tasteful cover in colors. The whole arrangement and execution reflect credit on the printers, Corday H. Gross, Cleveland.

CANADA'S

Largest Daily is the

..MONTREAL..

La Presse

Covers the Province of Quebec and Montreal City, which are

80 Per Cent. FRENCH,

according to census,

Daily yearly sworn average,

85,440

On Saturdays over

100,000

LARGEST CIRCULATION IN CANADA
WITHOUT EXCEPTION.

Where Can You Equal It?

Actual
Average
Circulation
152,062

85 cents flat or less than 1/4 cent per line per 1,000 bona-fide paid circulation among thrifty German country people—no dead-weights, no waste. Contracts can be discontinued any time.

Lincoln Freie Presse
LINCOLN, NEB.

WHOLESALE HATS BY MAIL.

HOW ONE OF THE BIGGEST BUSINESSES IN HATS IN THE UNITED STATES WAS BUILT UP ON A SEVEN BY NINE CATALOGUE AND A TWO CENT STAMP.

To have built up in seven years one of the largest businesses in men's hats that there is in this country, a business that numbers more than twenty thousand customers, scattered from Maine to California and from the Great Lakes to the Rio Grande, and to have done this without having employed a single traveling salesman or having spent a cent in newspaper advertising is the rather remarkable achievement of Mr. J. S. Shields, of J. S. Shields & Co., 596 Broadway—"The Original Catalogue Hat House."

Mr. Shields is a clean shaven, clean cut business man of forty. His nervous energy is that of the typical New Yorker; his knowledge of the details of hat manufacturing suggests that his birthplace may have been Connecticut; but when he begins to talk then you know that he hails from somewhere south of Mason and Dixon's line. Mr. Shields admits, with a smile, that his home town is Knoxville, Tennessee.

"What started me in this business?" he says in reply to a question, "well I reckon it was PRINTERS' INK as much as anything. I was in the hat jobbing business down in Knoxville when I first ran across the Little Schoolmaster; had ten men on the road and had built up a pretty nice trade. I used to do a little advertising and found the ready-made ads, appearing every week in PRINTERS' INK, handy when I hadn't time to get up copy of my own. Then I read some articles you printed on the mail-order business and that set me to thinking. If those big, Chicago mail-order houses could get orders for plows and groceries by mail I wondered if I couldn't get orders for hats, not single hats but wholesale orders from the trade. The people I did business with knew the kind of goods I carried. They knew that the quality and

finish were all right. All the traveling man could do was to show them the new shapes and book the order, and it cost a deuce of a lot to keep ten traveling men on the road. To a man who knows the hat business a good picture of a hat, a half-tone made right from the hat itself, will tell him all he wants to know about the shape. Felt hats, including derbys, come in grays, browns and blacks, occasionally in blues like the serge blue that had such a run last summer, and all hatters are familiar with the trade names that indicate these shades. It seemed, therefore, that an illustrated catalogue could be made to tell all there was to know about our hats, but whether the catalogue would bring orders was another question.

"I had been a drummer myself for a number of years and rather shared, at that time, the traveling man's belief that it is the talk—the "hot air"—that induces a man to buy. I talked the mail-order idea over with a number of friends, level-headed business men who knew the trade, and they advised me not to attempt it. My competitors had traveling salesmen on the road and a catalogue would have no show, my friends said, against a live salesman. I was inclined to take that view of it myself when an accident decided me to make a trial of the mail-order idea in a small way. One of my leading competitors had taken my three best salesmen away from me just at the beginning of our Fall season, and instead of replacing them with others I determined to cover their territory by mail. Here is my first circular, the foundation stone of our present business," said Mr. Shields turning to a well-worn scrap-book.

The circular in question is in no way remarkable. An "expert" would be inclined to call it common-place. It is printed in imitation of typewriting, on one of the firm's letter-heads, and in the wording of it there is no attempt at cleverness. The curiosity of the reader is excited, however, by the statement that "we have a new salesman for your section, not so tall or so stout as either of our

former representatives, but an economical fellow, a new figure in the hat trade, with new ideas, and we would ask that you do not place your Fall order for hats until you see him." This circular letter was followed, a few days later, by an illustrated folder showing the new styles in hats. As an inducement to order by mail an offer was made that has ever since been continued, and which is in fact the essence of the Shields system, namely, to pay the freight on the goods ordered and to allow a discount nearly double that ordinarily allowed in the hat trade. One other point was emphasized; if the dealer was not satisfied with the goods when delivered, he was at liberty to ship them back at Mr. Shields' expense and no questions asked. It wasn't "your money back if you want it" because no money was asked for in advance. Reduced to its simplest form the proposition was simply this:

Make up your order from the illustrated folder of styles inclosed.

The prices given are what the hats will cost you laid down in your own town—we pay the freight.

If you like the hats when they arrive keep them and remit us the price within ten days, less ten per cent. (The ordinary trade discount in the hat trade is six per cent.)

If you don't like them send them back at our expense and tear up the bill. The hats are sent "on approval." There is no sale till you accept and pay for them and there will be no hard feeling on our part if, for any reason, you decide not to keep them.

This, briefly, was the Shields argument on the first mail-order circular ever put out. It has been the argument of the house ever since.

"Did it sell hats?"

"It sold them from the very start," said Mr. Shields. "I began in a small way, as I have told you, covering only the territory that the three drummers who had gone with my competitor had formerly traveled over, and that year I held my old trade and got some new customers into the bargain. The next year I laid off all my traveling men and went into the mail-order business in earnest, and my list of customers increased. Then I decided to remove to New York, where the styles originate, where, within a radius of one hundred miles, ninety per cent of all the

hats made in the United States are manufactured. I came here seven years ago thoroughly convinced that the plan that had proved successful in the South could be extended over the whole United States. I have employed no traveling men—couldn't pay the freight and allow ten per cent discount if I did. Neither have I spent a cent in newspaper advertising, though I believe in it, and would be a good patron of the local paper if I was a retail hatter, or if, in my present business, I could reach the retail hatters of this country through newspaper advertising without using all the papers listed in Rowell's Directory. But how can I reach them through the press unless I use all the newspapers published, which is, of course, out of the question?"

"Are there no trade papers you could use?"

"Yes, several good ones, that would put me in touch with perhaps five thousand people that handle hats exclusively. But the bulk of our business is not with the man who handles nothing but hats but with the stores that carry hats in connection with other lines—with department stores in the cities, and in the rural districts with the general store that carries a little of everything. There are a hundred and twenty thousand merchants in the United States that handle hats, but they are scattered all over the country, and you couldn't reach all of them, nor half of them, if you used five thousand newspapers. At least that's the way I feel about it. Perhaps I am wrong in believing that newspaper advertising would not accomplish what I am after, and if I am in error I shall be grateful to any reader of PRINTERS' INK who will set me right. I understand that through the newspapers I could influence the consumer—the man in need of a hat—so that he would ask for a Shields' hat and through him eventually influence the hatter, but to follow out that line to its logical conclusion would involve an expenditure of hundreds of thousands of dollars a year, since the advertising in order to cover our field would have to be

national in its scope. We are not ready for such a campaign at present, though perhaps that, too, may come in time. When I say that newspaper advertising wouldn't help me I mean it in the restricted sense, that it would not enable me to reach the hundred and twenty thousand merchants who handle hats more effectively or more economically than the method I now employ."

"How do you reach them at present?"

"Come into the other room and I'll show you."

The other room contains several stacks of card-index files, vertical filing cabinets for correspondence, an automatic addressing machine with twenty thousand stencils in a cabinet near at hand, to say nothing of a busy bookkeeper and three industrious stenographers. System has had a good deal to do with Mr. Shields' success, enabling him to handle the orders of twenty thousand customers in all parts of the United States, shipping the goods the day the order is received (the invariable rule of the house) with an office force that, including packers, numbers only a dozen persons.

"In this file," said Mr. Shields, pointing to the stack containing the stencils, "are our steady customers, twenty thousand of them, or one sixth of the whole number of retail hatters in the United States. Over there (pointing to a much larger file) we have the other hundred thousand, a card for each one of them. Where did I get the names? From Dun and Bradstreet. Every man in the two files—that is to say every hatter in the United States—gets a copy of our catalogue twice a year, once in the Spring and again in the Fall, each catalogue showing the styles appropriate to its particular season. All our regular customers get, in addition to the catalogue, every other piece of advertising matter we put out. The other hundred thousand, the people we haven't done business with as yet, are reached from time to time in different ways, sometimes by circular letter or post card, sometimes by illustrated folders con-

taining special offers that are likely to interest them. We separate them into classes very often and send different matter to each class. For instance, if we bring out a hat designed especially for the western trade we send advertising matter describing it only to the dealers it is likely to interest.

When a dealer sends in his first order his card is placed in a special class, and receives our careful attention, until further orders convince us that the Shields system of selling hats has won another convert, and then the new customer gets a stencil and is placed in the regular customer class.

"No; we have no fixed times for sending out advertising matter, except the catalogue which goes out at the beginning of the Spring and Fall seasons. When we have nothing to say we keep quiet, but on the other hand if we have something that we think will interest the trade we tell them about it, even though we may have sent out a circular on another topic a few days before. Anything that savors of news we are glad to take advantage of. Just now, for instance, the trade is anxious to learn what the new Spring shapes are to be. They will be announced this week, probably and within forty-eight hours I will have an illustrated folder in the mails that will show my customers the new "blocks" long before any traveling man can reach them with samples. Still, these occasional folders and circulars I have mentioned are what you might call our secondary battery. The catalogue is our main reliance."

The catalogue, Mr. Shields explained, was simply a leaflet in the beginning, then it grew to be a folder, and at last blossomed out into a full-fledged catalogue. This year it consists of forty-eight pages—the biggest issued so far—and contains half-tone illustrations and descriptions of more than seven hundred different kinds of hats. As a piece of business literature by a man who professes to be a novice in the art of writing advertisements it is chiefly remarkable for its compactness and the absence of gush. Here and

there one finds a phrase that might be bettered by re-arrangement, but alliterative combinations of words and superlative adjectives find no place in it. The catalogue opens with a "color card" showing the shades in which the hats come, with the trade name of each printed under the color block—"coffee," "russet," "aluminum," "serge blue," "belly nutria," etc. Following this is a page of straight talk—boiled down to less than two hundred words—telling why it pays to do business with Shields. Then comes "Terms of Sale," occupying a page by itself and after that—hats, nothing but hats, more than forty pages of them—twenty-one styles to the page, ranging all the way from the humble "harvest" hat at "45 cents, net, per dozen delivered" up to the swell "Peruvian Panama" (trade names play the deuce with geography) at ten dollars apiece. The gross price per dozen is printed in black ink and under that, in red ink, the net cost price of a single hat set down in the retailer's own town. This net price enables the dealer to see at a glance just what a single hat will cost him, and adding his own profit to the cost price he can tell, without figuring it out with pencil and paper, whether the retail price of the hat will appeal to the class of customers he caters to.

Commenting on this feature of the catalogue Mr. Shields says: "Our aim is to make ordering by mail as simple as possible. As a matter of fact when once a man gets the habit it is easier to order from the catalogue than from samples. Time and again buyers have come in here to our stock room, where a sample of each of the hats shown in the catalogue is on exhibition, and after wandering around for a few minutes have come over to my desk and said: 'Give me a catalogue. I can pick out what I want better from that.' And it's true—they can. Traveling men, who for obvious reasons, 'knock' the catalogue system whenever opportunity offers, sometimes use the argument that a picture no matter how good doesn't show quality, which is true, but it

is also true that hats, themselves, except in the very cheapest grades do not show quality—or rather the lack of it—either. Take three hats, worth say fifteen, eighteen and twenty-four dollars a dozen respectively, and to sight and touch the fifteen dollar hat is as good as the eighteen dollar one, and the twenty-four dollar hat is apparently no better than the other two. I say 'apparently' because actually there is a difference—a difference in felting that makes the more expensive hat wear better. But you can't judge from a line of samples how a hat is going to wear any more than you can judge from a picture. Back of the line of samples and back of the picture is the reputation of the house that sells the hats, and it is that the dealer relies on. You find the same conditions in other lines of business, in the jewelry trade, for instance. Eighteen karat rings are worth more than fourteen karat rings. Quadruple plated tableware is worth more than triple plate—it wears better. But can the retail jeweler tell from a line of samples which is the quadruple and which the triple plate? No, he relies on the reputation of the house that sells him the goods. In our own business our line of \$18 and \$24 soft felts and derbys (hats that retail for \$2.00 and \$3.00 apiece) are sold on absolute guarantee. A label under the leather states that we authorize the dealer selling the hat to guarantee that it will prove satisfactory and to refund the money to any dissatisfied purchaser, and we live up to the guarantee. This, together with our practice of shipping goods 'on approval,' allowing the dealer to send back at our expense goods that, for any reason, do not come up to his expectations, makes the ordering of hats from the catalogue as safe as ordering from sample, and the catalogue has this advantage over the drummer; it never talks you into buying goods that you don't want. When a dealer orders from the catalogue he does it, not to oblige some good-natured, persuasive traveling man, but to oblige himself—be-

cause he wants the goods, not because the other fellow wants him to order them.

"To what do you attribute the success of your business?"

"To system, advertising and the elimination of the drummer as a factor in the business. System and the elimination of the drummer enable us to handle a very large amount of business, at very small expense; and because we are able to conduct our business for a fraction of what it costs our competitors to conduct theirs, we are able to offer the dealer free delivery of goods and a bigger discount. No house that keeps a corps of traveling men on the road can afford to do this. I've employed traveling men, myself, and I know. When I was in business in the South before I had developed the catalogue method of wholesaling hats, I kept ten men on the road, and their salaries, commissions, railroad fares, hotel bills and miscellaneous expenses cost me twenty-six thousand dollars a year, which amounted to more than twelve per cent of the amount of sales made by them. Each man carried three trunks, containing from five hundred to seven hundred hats, and the loss on samples added another two per cent to the cost of doing business. We used to sell goods on six months' time, and the loss on account of bad debts added another two per cent to the expense account. That brings the cost of doing business in the old way up to sixteen per cent, without taking into consideration the fact that the wholesaler is not in business for his health, and expects to make a profit on his sales just as the retail merchant does. I haven't said anything about office expense because you have to have an office whether you sell goods the old way or by catalogue. But you can save nearly all of the sixteen per cent that traveling men, samples and bad debts cost you, and out of this saving you can afford to pay the freight on goods ordered and allow a bigger discount than any house doing business on the old plan can allow. That's the whole secret of the suc-

cess of our business—economy, made possible by system and the elimination of the drummer.

Our traveling man is this little chap that appears on every piece of



advertising matter we put out. He's a real boy, too, the son of a friend of mine in Knoxville. I have used that picture from the beginning of our business and it has become a sort of trademark with us. It's the picture of the boy that travels for us not the boy himself, you understand, and for two cents Uncle Sam takes him and our catalogue anywhere in the United States. The difference between the two cents' trip the catalogue costs us and the three or four dollars a day a drummer would cost represents a big saving at the end of the year. That's why we can do business cheaper than the other fellows and still make something for ourselves—more than a good many of the old-line houses make. Think of this: a wholesale house in St. Louis that last year did a business of more than \$700,000 made a profit of only \$3,500—just half a cent on every dollar's worth of goods sold, and the dealers that bought of them paid the freight. They had to, the house couldn't afford to pay it. "The catalogue method of

wholesaling hats saves the expenses of drummers, it saves loss on samples, and it reduces loss from bad debts to one-tenth of one per cent. The saving effected enables the catalogue hat house to pay freight on the goods ordered and allow ten per cent discount instead of six. If your hats are good hats—so good that you are not afraid to offer to take them back, if either the dealer or his customer are dissatisfied with them—then all you have got to do in order to get business is to go ahead and tell the trade what you have; in other words, advertise.

"Could your method of wholesaling hats be applied to other lines of goods—to shoes or men's clothing for instance?"

"Why not? It doesn't make any difference what you are selling. If you can give the dealer a good idea of the appearance of the goods by means of a catalogue and, by reason of the saving effected, offer him a lower price than your competitors charge for goods of equal quality, you're going to get the trade."

"Even though your catalogue may have to compete with a slick traveling man?"

"Yes, even though your catalogue has to compete with the slickest kind of slick drummers. It's price—price—price that wins in the long run. In the beginning the drummer may do you out of one or two orders, but the fundamental truth on which the catalogue method of wholesaling goods is based is bound in the end to make an impression on the retailer, if you keep hammering into him the fact that your method enables you to sell cheaper than the other fellow. Cold facts are more convincing than hot air."

CHAS. L. BENJAMIN.

AN annual catalogue from the West Baltimore branch of the Y. M. C. A. is noteworthy for completeness of formal information and good illustrations. A preface with a straightforward appeal to young men would have enlivened it.

CURRENT furs fashions are illustrated in a portfolio of photographs of garments, taken from attractive live models. It is sent out by Balch, Price & Co., 376 Fulton street, Brooklyn.

FACTS *versus* CLAIMS.

On January 20, 1905, following a detailed report of its own circulation, the Chicago Daily News said: "The Daily News regrets its inability to quote the circulation of the other Chicago newspapers, and this because with the single exception of THE RECORD-HERALD, no other Chicago newspaper makes a complete, detailed publication of the actual sales of all its editions."

CIRCULATION
For JANUARY, 1905:
Daily Average, **148,687**
Sunday Average, **202,400**

— THE —
Chicago Record-Herald.

SALARY
\$7,500
PER YEAR

For an acquaintance of mine, I want to get in communication with a man who is ready to start working with a large modern advertising agency in New York City as a writer of "copy."

* * *

He must be a big man mentally. He must have a fertile, productive brain—the faculty to produce business literature of the highest selling power. He must be able to earn a salary of \$7,500.00 per year.

* * *

Apply by LETTER ONLY, stating necessary particulars, to

CHAS. J. ZINGG,
10 Spruce St., N. Y. City.

STANLEY CLAGUE.

While it has long been recognized in advertising circles that in Philadelphia is done the best retail advertising in the country, it is not so well-known a fact that from Philadelphia has also emanated a goodly proportion of the best magazine advertising that has appeared within recent years. Much of this has borne the imprint of the Curtis Publishing Company. A great deal more has gone forth from the same source without that mark. This has been the work of the Advertising Service Department of *The Ladies' Home Journal* and *The Saturday Evening Post*. At some time or other, most of the big national advertisers have gone to this department for copy, and their faith in its excellence may be measured by the fact that in the majority of cases this copy was used not alone in the two publications for which it was prepared, but in all other magazines on the advertiser's list.

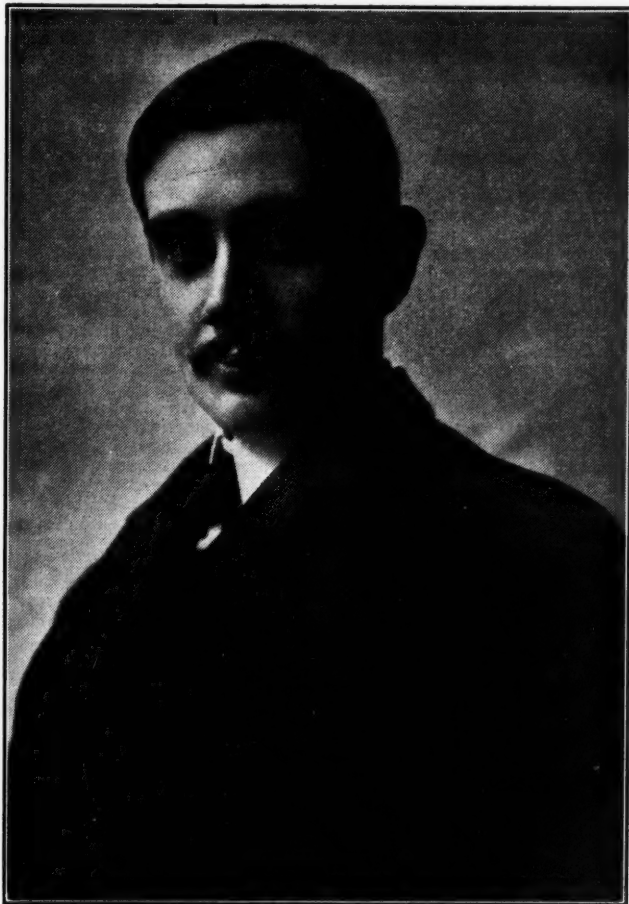
The guiding force in back of this work has until now been a man whose name is seldom mentioned in connection with his work, is scarcely ever seen in advertising journals, and is but little known to the men of his profession. But magazine advertisers know him, and to them Stanley Clague stands for that type of gifted advertising man who has made American advertising the business-getting force it is to-day.

In 1902 the Curtis Publishing Company had already conceived the idea of an Advertising Service Department to assist in the development of business for their publications. Their aim was to render advertisers in the *Ladies' Home Journal* and *The Saturday Evening Post* every possible assistance toward making the space used highly profitable. Good illustrators they had, but there was lacking the direction of an experienced advertising man to guide the art of his assistants into the production of strong, individual advertising; and the man they chose for this work was Mr. Clague, at that time connected with

the service department of the advertising agency of N. W. Ayer & Son. Here, Mr. Clague had for several years assisted in the development of some of the largest advertising campaigns that have ever appeared in newspapers and magazines. He wrote some of the first advertising for the National Biscuit Company, originated many of the first Uneeda Biscuit ideas, the Zu Zu boy, and the Zu Zu copy that has appeared for the last three years, the President Suspender advertising, wrote much of the Wooltex advertising, and prepared copy for many other advertisers who have since become nationally famous. He also wrote for several years the greater proportion of the school advertising which appeared in the newspapers and magazines of the country. Nor was this exceedingly valuable experience Mr. Clague's sole equipment for the work he was asked to undertake. For seven years previous to his acquaintance with the Curtis Publishing Company his work had been a training school through which he was to get the experience that would enable him to adequately carry out the plan and policy of the Curtis Publishing Company.

Ten years ago, when Mr. Clague was filling the post of secretary to President Elliot, of Harvard, he became imbued with the notion that he was cut out for an advertising man. But Dr. Elliot argued that a bird in the hand was worth two in the bush. Here was a position paying a fair salary and good for a lifetime. Why throw it over for an uncertainty? Yet the secretary had the courage of his convictions, and presently he was occupying the position of assistant advertising manager for the *Christian Endeavor World*, of Boston. Though his salary was about half that attached to the position he had just resigned, he was willing to pay that price for his entering wedge into the advertising business. After two years' work for the *Christian Endeavor World* Mr. Clague became advertising manager for the Oliver Ditson Company, music publishers, at its home office in Boston. Two years more of good work here and then a

search for a broader field. This he found in the service department of N. W. Ayer & Son, in Philadelphia, doing the work already mentioned. For the last three years he has been manager of the Advertising Service Department of the agencies in the country. At first, Mr. E. W. Spaulding, advertising director of the Curtis Publishing Company's publications, flatly refused to accept Mr. Clague's resignation, but gave way at last to the natural desire of an able man



MR. STANLEY CLAGUE.

Curtis Publishing Company, and but recently resigned that position to assume the presidency of the re-organized Robert John Company, the Chicago advertising agency, which in volume of business placed ranks among the half dozen large to direct an enterprise of his own. To a representative of PRINTERS' INK Mr. Clague said: "To hand in my resignation to the Curtis Publishing Company was one of the most difficult things I have ever been called upon to do. As

Mr. E. W. Spaulding said, this position was the finest of its kind that ever existed 'since Noah came out of the ark.' Whether this is true or not, so much is true: that there was never a firm where more cordial relations existed between employer and employee—when the employee had the interests of the company at heart. I can conceive of nothing pleasanter than the relations which have always existed between Mr. Curtis, Mr. E. W. Spaulding, advertising director of the Curtis Publishing Company, or Mr. C. D. Spaulding, manager of the Philadelphia office, and myself. Every facility that would aid me in carrying out the wishes of the company to assist in the fullest measure the advertisers in their publications, was placed at my disposal. And I want to say that the most valuable thing that has come to me through my connection with the Curtis Publishing Company has been my association with Mr. Curtis and his brilliant staff of assistants. Only those of us who know Mr. Curtis can appreciate his greatness, not only as a publisher, but as an advertising man. I would not give up for any amount of money the broadening influence of close contact with such a man. It is my earnest wish that in the new work I am undertaking I can benefit by this association, and the best I can hope for myself is that I may be able to model my own business life upon the same broad principles that have made Mr. Curtis admired and respected the world over.

"To my notion there is no better field in which to apply these principles than in the advertising agency business. I have the greatest respect for the men—all too few—who are trying to lift the advertising agency business to the level of a profession. It has too long been looked upon as a get-rich-quick business. When I entered the advertising field, ten years ago, the agency meant almost wholly a system of advertising brokerage. Then came a period of awakening to the need of service. In a half-hearted way agencies sought to give something more than low rates. But such additional service was consid-

ered a useless expense. Yet a few years more, and the pendulum swung to the opposite direction. There arose a great hue and cry about copy. Copy was the beginning and end of all things advertising. Correspondence schools sprang up like mushrooms, and turned out thousands of half-baked advertising men, ill fitted to cope with real advertising problems. And the fantastic tricks these 'pupils' cut gave just cause for the distrust with which so many business men looked upon advertising 'experts.'

"We are gradually working toward a safe and sane basis. Service is important because real service embodies two things. It means not only a securing of reasonable rates—fair alike to publisher and advertiser—but it also means good copy. And when I say 'good copy,' I do not mean superficially brilliant ideas, or 'clever' writing, but copy written on a true conception of the needs of the business, and so tellingly presented to the public that it will get business. This is where most of the men who pose as 'advertising experts' fail. The first essential for the production of good copy is an adequate perception of the fundamental principles that underlie every business problem. Superficially clever copy may glitter sufficiently to attract the eye, but if it is not based upon a careful analysis of the situation it falls short in the long run.

"My work with the Curtis Publishing Company brought me into intimate relations with some of the biggest advertisers in the country, so that I had every opportunity to study the relations not alone between the advertiser and the public, but between the advertiser and the trade. I could observe the result of this or that method, and how the money spent in general publicity was used as a lever with the trade. Not alone should the advertising agency serve as an assistant sales manager to its client, but it must be able to determine to a nicety the proper division of an appropriation; how much for newspapers, for magazines, for billboards, what per cent. for adver-

tising to the trade, for business literature, and so on.

"My work in Chicago will be based upon these fundamental principles of advertising. There will be no 'spread-eagleism' about our methods. The personal pronoun will not figure at all. No halo of glory will surround one man. The work must be done upon the broader principle that no one man knows it all. Our organization will be one of experience and not of personal opinion. Organization will develop the strength of many minds.

"If I did not believe that there was something more than the mere making of dollars and cents in the advertising business, there are many other fields that would appeal to me more."

THE "HOUSEKEEPER."

Established 1877.

MINNEAPOLIS, MINN., Feb. 15, 1905.

Editor of PRINTERS' INK:

I am much interested in an article in your issue of February 8th under the caption of "The February Magazines." On page 16 you give a list of magazines printing reading matter opposite every advertisement. The *Housekeeper* goes much farther than this in that it prints all advertisements not only opposite reading matter, but next to reading matter, with the exception of those on the second and last cover.

I have been much surprised that the articles recently appearing in PRINTERS' INK discussing the relative merits of magazines, have not mentioned the *Housekeeper*, one of the four leading ladies' magazines; with a circulation of over 300,000 and a good prestige gained through the twenty-eight years of its existence. Very truly yours,

F. W. Leavitt, Adv. Mgr.,
THE HOUSEKEEPER.

ADVERTISED AND GOT IMMEDIATE RESULTS.

Mrs. Nellie Bloom of 32 West Twenty-sixth street went to the Holland House last night to dine with friends. After dinner she drove home and became greatly disturbed upon missing a gold mesh bag, which contained jewelry. With a number of friends she drove back to the hotel and the dining room was searched. Cabmen were questioned, but no trace of the bag was found. Mrs. Bloom sent an advertisement to several newspapers and went home and found the bag on the floor, where she had dropped it while discarding her wraps.—*New York Sun*.

A BOOTMAKER in Silver street, Kensington, announces prominently: "Maker to General Booth, and Chief of his Staff. Also the late Earl of Beaconsfield."—*Advertisers' Review, London*.

CUPID DEFEATED.

A half-repentant bachelor, with quite a pile of rocks,

Dropped in, one day, beside the way, and bought a pair of socks.

Arrived at home—romantic joy!—he wondrously drew out

A note deep hidden in the hose—from some fair hand, no doubt!

"I'm twenty years of age," it read, "and called a country belle.

With you I'd like to correspond—if you will never tell.

My object matrimony is, and yours, I hope, the same.

If you'll address me, I'll respond." And then she wrote her name.

On fire with hope, the bachelor that very evening wrote,

And folded his epistle with a kiss inside the note.

Sly Cupid had him in his mesh—no very clever catch,

For, after all, quite foolish is a half-repentant bach.

But oh! how sheepish did he feel, when from the fair unknown

This answer came, to quench his flame: "An old maid I have grown!

Alas! 'twas forty years ago I planned that fond surprise,

Defeated by a heartless wretch who wouldn't advertise!"

THE Joliet Stove Works, Joliet, Ill., supplies forceful newspaper ads to dealers in electrotype. A pamphlet showing the entire series reveals sizes and shapes for almost every purpose.

THE Toronto Star

has more general advertising than any other paper in city—morning or evening. Why? Here's the reason:

"We have been using your advertisement columns for some months back. On Saturday, January 21st, we put in a special 175 line ad, and during the following week sold ten of our machines as a result of this 'ad.' Considering the high price of our washing machine, the above results were very gratifying, and we only wish all the mediums in which we advertise would pay as well." The Bach Specialty Co., (J. E. Bach, Manager,) 353½ Yonge Street, Toronto.

**Sworn Circulation
over 37,000 net.**

All foreign advertising should be sent direct to

**THE STAR,
Toronto, - Canada.**

WILLIAMSPORT'S ADVERTISING.

To mark the completion of its fourth year of activity on behalf of its city, the Board of Trade of Williamsport, Pa., issues a complete report of its municipal advertising operations in the form of a book entitled "What Williamsport Did." The advertising of this organization has been so conspicuously successful, and has served as a model for so many other cities taking up similar work, that the brochure is really a practical treatise on the subject of advertising a city.

The Williamsport Board of Trade is composed of more than 400 business houses and citizens who contribute to its support. A permanent office is maintained under the management of H. R. Laird. Despite a general depression in business the past year, this office has been instrumental in locating or organizing five large industrial concerns—The Frank R. Otto Furniture Co., Pintsch Compressing Co., Williamsport Wireless Umbrella Co., Culler Furniture Co. and Sweets Steel Co. It has also helped negotiate the building of a railroad from Binghamton, N. Y., and secured the shops of the Philadelphia and Reading Railroad, employing several hundred men. About twenty industries have been located since organization. The work is carried on with a fund of \$215,000, business houses and individuals subscribing sums ranging from \$500 to \$5,000 each.

One of the chief mediums of advertising the city is a system of distributing literature. During the past year the following publications were issued: A second edition of 5,000 copies of an address, "Public Spirited Williamsport;" 4,000 copies of a quarterly bulletin; a fifth edition of 2,500 copies of a folder telling how in one hour \$140,000 was raised in the city to secure the Susquehanna Dye Works; a second edition of 5,000 copies of an address, "Why Williamsport is an Ideal City for Manufacturing Purposes;" 4,000

copies of an annual report, "What Williamsport Did in 1903;" 5,000 lapel buttons for distribution at conventions, etc. All this literature is distributed carefully, the endeavor being to put each piece in the hands of somebody who will be directly interested.

The Board of Trade also believes in the efficiency of local newspapers, and maintains a news service which sends out much desirable matter in the course of the year. In Williamsport's four newspapers were printed 2,923 inches of matter pertaining to the Board's work in 1904, 2,942 inches in 1903, 2,194 inches in 1902 and 1,432 inches in 1901. Matter is also sent to outside newspapers and periodicals, and the records show that the press of the country published 1,621 inches of comment on Williamsport in 1904.

A prominent feature of the year's work was the entertainment of the Pennsylvania State Editorial Association, and Williamsport was also represented at the St. Louis Exposition by the distribution of literature at the Pennsylvania Building. Next May the Pennsylvania Grand Commandery of the Knights Templar is to meet at Williamsport, a fund of \$15,000 having been raised among local members of the organization. A special committee of the Board of Trade was given the task of floating a \$150,000 bond issue of the Sweets Steel Co., and recently reported its work finished.

The Williamsport Board of Trade has always considered it good policy to explain advertising methods to similar organizations elsewhere, on the principle that such procedure makes the city known. Many other municipalities have bodily adopted methods, phrases and even stationery. The Williamsport industrial advertising movement is perhaps more widely known than any other in this country, not only for aggressiveness and persistence, but because the membership of its Board of Trade, all of whom contribute to the expense of the campaign, is larger in proportion to the city's population than that of any similar board in the United States.

THE PUBLISHERS' CONVENTION.

OFFICERS FOR 1905.

President—S. S. Rogers, *Chicago Daily News*.Vice-President—W. L. McLean, *Philadelphia Bulletin*.

Secretary—Election of a successor to the late William C. Bryant, postponed for thirty-days and left with Board of Directors.

A large attendance characterized the annual convention of the American Newspaper Publishers' Association, at the Waldorf, New York City, February 21-23. As usual, the business transacted was centered upon a number of topics previously slated for discussion, thirty-seven being this year's quota. Some of these topics were cost of white paper, the question of securing copyright for live news, the advisability of the association insuring its members against fire, accidents to employees, etc. Those of general interest were the following:

Concerted action should be taken against advertising agents combining the business of a number of advertisers in one blanket contract to secure lower rate for all than each would be entitled to on a separate contract.

The growing evil of certain advertising agents refusing to give publishers a certain line of advertising unless patronage to the extent of 25 per cent of the amount of business is given by publisher to the agency's newspaper directory.

What can be done in the way of combined effort to counteract the attack made by magazines on newspaper advertising? Some agencies show a tendency to withdraw from using magazine space.

How can publishers restrict advertising agencies from securing so many free insertions by complicated orders in reference to position, order of insertion, etc., by having a bureau established by the A. N. P. A. to receive and issue bulletins, and keep list of agencies who resort to this method of securing free insertions.

Proprietary medicine concerns inserting a clause in advertising contracts which compels the newspaper to refuse publication of advertisements quoting their preparations at cut rates.

The new Detroit daily paper, *United States Daily and Discounts*, which is given away with trading stamps.

Trading stamps. How have they affected local advertising; should papers encourage or discourage trading stamps; what means should be taken to eliminate trading stamps if they are a detriment to legitimate advertising or to proper business methods.

Retail merchants have organized in many cities. How have such associations, or individual advertisers, com-

bined to boycott or discipline newspapers and what steps have been taken to counteract their demands?

What is the minimum that should be charged for classified advertising—the margin where it ceases to be directly profitable, but below which it may be taken for the purpose of exploitation?

Serial stories. Have they a place in daily newspapers and has practice demonstrated it?

Protection of trademarks. Advertisers who use trademarks should be protected in the use of same universally.

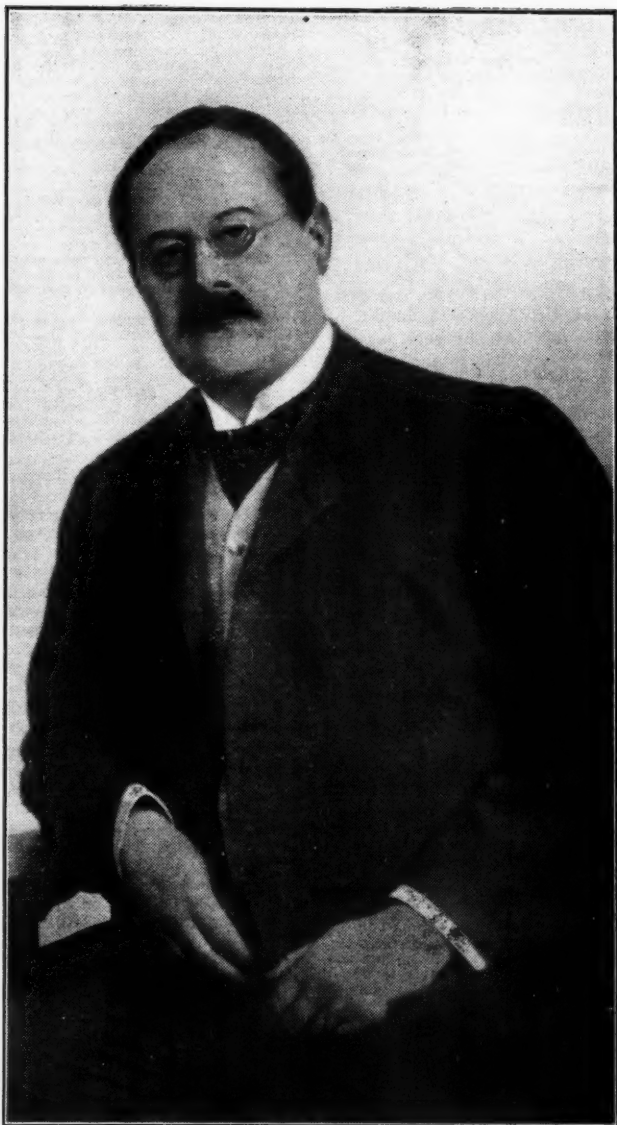
Should newspapers undertake to secure testimonials for patent medicine concerns, or act as distributing agents for the goods of general advertisers and undertake to obtain from merchants, orders for goods advertised in their columns?

Second-class mail matter. Has the situation been improved since last annual meeting? Rural free delivery. Have any rulings been made during past year to the detriment of the newspaper? Guessing contests. Has the new ruling of postoffice departments, effective January 1, 1905, inflicted any hardship upon newspapers? Revision of existing copyright laws.

President Charles H. Taylor, Jr., was in the chair on the first day. The association is better off by \$2,000 this year than last, and the membership larger than ever before. S. S. Rogers, of the *Chicago Daily News*, read a paper on the direct commission, printed in this issue of PRINTERS' INK. Resolutions of sympathy were passed and sent to the family of the late William C. Bryant, of the *Brooklyn Times*, until his death the secretary of the organization.

The International Advertising Association presented to the publishers a statement of its purpose, membership and status, and the American Newspaper Publishers' Association appointed a committee, consisting of H. W. Seymour, *Chicago Chronicle*; S. P. Weston, *Seattle Post-Intelligencer* and W. L. McLean, *Philadelphia Bulletin*, to confer with a committee from the International Advertising Association for mutual effort. Secretary Barron G. Collier, of the latter organization, said that the publishers organization had unofficially favored the support of his association, and wished its members to join it.

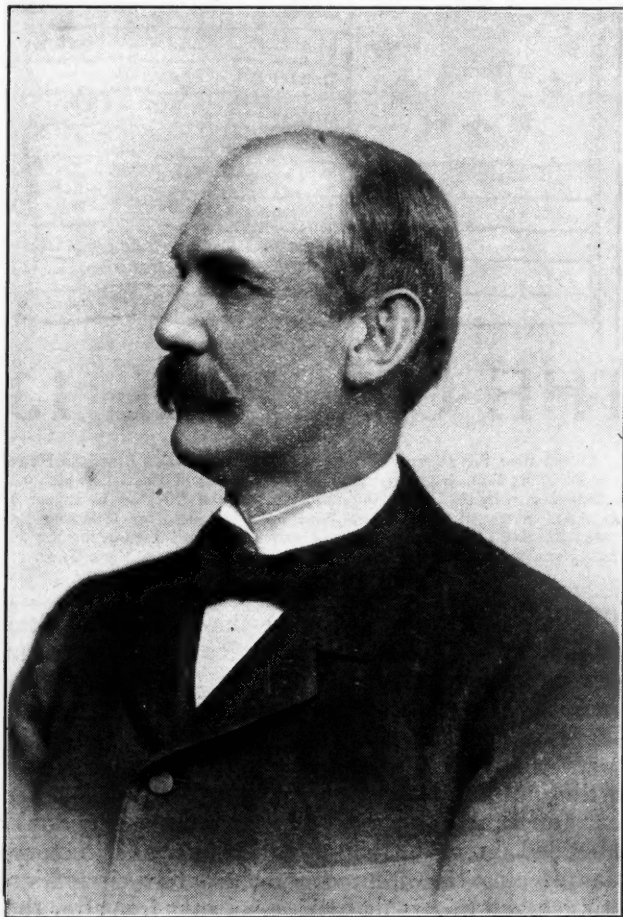
The Association of American Advertisers was also discussed in its relation to the newspaper business, and a committee to confer with that organization was ap-



MR. S. S. ROGERS,
The newly elected President of the American Newspaper Publishers'
Association.

pointed, consisting of Messrs. session on the twenty-second floor
Nevin, Baker and H. U. Brown. an inspection of that structure was
made.

The second day's session was given up largely to discussions of labor questions. Except for a few disagreements in Western cities, On the third day officers were elected, the association lunched at the Hotel Clarendon, Brooklyn, as



MR. W. L. McLEAN,

The newly elected Vice-President of the American Newspaper Publishers' Association.

last year was a period of peace between publishers and the labor unions. Luncheon was taken in the new building of the New York Times, and after the afternoon guests of the Brooklyn *Eagle*, and visited the office of that paper in the afternoon. The convention closed with the annual dinner at the Waldorf on Thursday evening.



THE ORIGINAL 13

At the time the above drawing was prepared Rowell's American Newspaper Directory Star Galaxy consisted of just thirteen publications, which will be distinguished by the Star in the 1905 issue of the Directory to appear in May next. Since then certificates have been issued to the following five papers: the S. C., *Columbia State*, the Decatur, Ill. *Daily Review*, the Racine, Wis. *Agriculturist*, the *Daily News*, Chicago and the Boston, Mass. *Globe*.

It may be truly said that the Guarantee Star attached to a publication in Rowell's American Newspaper Directory is the most conspicuous distinction which the Directory editor gives to a paper. The Star constitutes for a publication possessing it, a perpetual advertisement of the highest character—costing nothing after the initial payment. Year after year the Star will appear in each issue of the book, imbedded in a catalogue part of the Directory, guaranteeing the accuracy of the latest circulation rating given in Arabic figures—always free after the initial payment. It stands out bold and bright as the symbol of the highest guarantee for a publisher's honesty and square dealing with an advertiser.

☞ (IF INTERESTED SEE OPPOSITE PAGE.) ☞

Newspaper Publishers may be interested to know

that there is still time to secure the Guarantee Star in Rowell's AMERICAN NEWSPAPER DIRECTORY for 1905 for publications eligible to the Star Galaxy, provided they deem the Guarantee Star worth the cost.



If interested, write promptly for particulars to

CHAS. J. ZINGG, *Manager*,
ROWELL'S AMERICAN NEWSPAPER DIRECTORY,
10 Spruce Street (up stairs,) New York.

Date of THE CHICAGO DAILY NEWS	VICTOR F. LAWSON, Publisher, 188 FURNACE AVENUE, CHICAGO.	(Date 1905)
February 16, 1905.		
I hereby authorize		
you to print the Guarantee Star in the directory in connection with the circulation statement of The Chicago Daily News, and will honor your bill for the same at the price of \$100, which is to cover all our obligations in the matter so long as we continue to tell the truth. When we fall from our high estate we shall recognize that we shall no longer be entitled to the good opinion of our friends.		
Sincerely yours,		

On the two pages following may be observed reproductions of the guarantee certificates issued to the Chicago *Daily News* and the Boston *Globe*—the two latest additions to the Star Galaxy.

Duplicata.

ROWELL'S AMERICAN NEWSPAPER DIRECTORY



New York City, FEB 20 1905

RECEIVED of the Publisher of Daily News Chief of the

One Hundred Dollars

for guarantee of circulation rating in Rowell's American Newspaper Directory.

THE PRINTERS' INK PUBLISHING COMPANY,

\$100.00

Ed. J. Powell Manager.
Publishers of Rowell's American Newspaper Directory.

CONDITIONS.

The absolute correctness of a circulation rating in Rowell's American Newspaper Directory, based upon a satisfactory statement from the publisher of a paper, or the actual issues for a full year, is guaranteed by the Directory publishers, under a forfeiture of one hundred dollars, payable to the first person who successfully demonstrates the error of the rating to the publishers of the Directory as a permanent drop-out. The guarantee is given only in cases where the circulation is certified by the publisher in writing, and the Directory continues to be published. The money paid is not returnable to the publisher at any time or under any circumstances.

Duplicate.

ROWELL'S AMERICAN NEWSPAPER DIRECTORY

New York City, FEB 20 1905

RECEIVED of the Publisher of

The Globe, Boston, Mass.*One Hundred Dollars*

for guarantee of circulation rating in Rowell's American Newspaper Directory.

THE PRINTERS' INK PUBLISHING COMPANY,

\$100.00

Geo. J. Smith, Manager.
Publishers of Rowell's American Newspaper Directory.**CONDITIONS.**

The absolute correctness of a circulation rating in Rowell's American Newspaper Directory, based upon a satisfactory statement from the publisher of a paper, or the actual issue for a full year, is guaranteed by this Directory. Publishers, by signing in the form provided, are deemed to have accepted the conditions of this guarantee, and to have authorized the publishers of the Directory to make the same in their own name. The guarantee is perpetual so long as the newspaper furnishes statements in detail, duly authenticated, and the Directory continues to be published. The money paid is not returnable to the publisher at any time or under any circumstances.

This offer is subject to withdrawal at any time. Act now—if you care to enjoy its benefits.

The 1904 edition of **Rowell's American Newspaper Directory** is now out of print, and the issue for 1905 will not be ready for delivery until the latter part of May. The subscription price of the book is Ten Dollars net cash. Persons desiring to register a subscription and willing to send check with order now, may have a discount of ten per cent from the above price, making the net price

NINE DOLLARS,

and to these in advance paid subscribers a copy of the very first lot received from the bindery shall be sent carriage paid. If interested, send order and check direct to

CHAS. J. ZINGG, Manager,
Rowell's American Newspaper Directory
10 SPRUCE STREET,
(UP-STAIRS),
NEW YORK CITY.

March 1, 1905.

A Roll of Honor

(SECOND YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1904 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated; also from publishers who for some reason failed to obtain a figure rating in the 1904 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1905 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.50 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Birmingham, Ledger, *dy.* Average for 1904, 26,176. E. Katz, S. A., N. Y.

ARIZONA.

Phoenix, Republican. Daily average for 1904, 6,559. Chas. T. Logan Special Agency, N. Y.

ARKANSAS.

Fort Smith, Times, daily. In 1903 no issue less than 2,750. Actual average for October, November and December, 1904, 8,646.

Little Rock, Arkansas Methodist, Anderson & Millar, pub. Actual average 1903, 10,000.

Little Rock, Baptist Advance, *wy.* Av. 1903, 4,550. Nine months ending Oct. 27, 1904, 5,111.

CALIFORNIA.

Fresno, Morning Republican, daily. Av. 1904, 6,415. E. Katz, S. A., N. Y.

Mountain View, Signs of the Times. Actual weekly average for 1904, 27,108.

San Francisco, Call, *d'y* and *S'y.* J. D. Spreckels. Actual daily average for year ending Dec., 1904, 62,353; 1904, 87,947.

San Jose, Pacific Tree and Vine, *mo.* W. G. Rohannan. Actual average, 1903, 6,125. Last three months, 1904, 10,000. Jan. 1905, 15,000.

COLORADO.

Denver, Clay's Review; weekly; Perry A. Clay. Actual average for 1904, 10,926 (*).

Denver, Post, daily. Post Printing and Publishing Co. Average for 1904, 44,577. Average for January, 1905, 46,528. Gain, 1,951.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Hartford, Times, daily. Average for 1904, 17,547. Perry Lukens, Jr., N. Y. Rep.

Meriden, Morning Record and Republican. daily average for 1904, 7,559.

New Haven, Evening Register, daily. Actual av. for 1904, 18,618; Sunday, 11,107.

New Haven, Goldsmith and Silversmith, monthly. Actual average for 1903, 7,817.

New Haven, Palladium, daily. Average for 1904, 7,857. E. Katz, Special Agent, N. Y.

New Haven, Union. Av. 1904, 16,076. E. Katz, Special Agent, N. Y.

New London, Day, *ev'g.* Av. 1904, 5,855. Average gain over '03, 242. E. Katz, Spec. Ad. Agt., N. Y.

Norwalk, Evening Hour. Daily average year ending Dec., 1904, 3,217 (*).

Norwich, Bulletin, morning. Average for 1903, 1988, for 1904, 5,250.

Seymour, Record, weekly. W. C. Sharpe, Pub. Actual average 1903, 1,169.

DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1904, 11,460.

Wilmington, Morning News. Only morning paper in State. Av. *cir.* 10,074 for 3 months.

DISTRICT OF COLUMBIA.

Washington, Ev. Star, daily. Ev. Star Newspaper Co. Average for 1904, 85,509 (©).

National Tribune, weekly. Average for 1904, 100,209. Smith & Thompson, Rep., N. Y. & Chicago.

FLORIDA.

Jacksonville, Metropolis, *d'y* Av. 1904, 8,760. E. Katz, Sp. Ag., N. Y.

GEORGIA.

Atlanta, Journal, *dy.* Av. 1904, 45,632, Dec., 1904, 45,744. Semi-weekly 45,667.

Atlanta, News. Actual daily average, 1904, 24,220. S. C. Beckwith, Sp. Ag., N. Y. & Chi.

Augusta, Chronicle. Only morning paper. 1904 average, daily 5,661; Sunday 7,450.

IDAHO.

Boise, Evening Capital News. Daily average 1904, 5,296; average January, 1905, 5,975. Actual circulation February 1, 1905, 4,810.

ILLINOIS.

Calro, Bulletin. Daily and Sunday average 1904, 1,945.

Calro, Citizen. Daily Average 1904, 1,196, weekly, 1,127.

Champaign, Daily News. In January, 1905, no day's issue of less than 2,500.

Chicago, Bakers' Helper, monthly (\$2.00). H. R. Utzhold. Average for 1904, 4,100 (60).

Chicago, Alkaloidal Clinic, monthly. S. DeWitt Clough, adv. mgr. Guaranteed circulation 55,000 copies, reaching over one-fourth of the medical profession of America.

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Actual average for 1903 67,880; 1904, 67,757.

Chicago, Farmers' Voice. Actual weekly average year ending September, 1904, 22,802 (*).

Chicago, Grain Dealers Journal, a mo. (Grain Dealers Company). Av. for 1904, 4,926 (60).

Chicago, Gregg Writer, monthly. Shorthand and Typewriting. Actual average 1904, 18,750.

Chicago, Journal Amer. Med. Assoc. W'y. av. 1904, 52,425. Oct., Nov., Dec., 1904, 54,814.

Chicago, National Harness Review, mo. Av. for 1903, 5,291. First 6 mos. 1903, 6,250.

Chicago, Record-Herald. Average for 1903, daily 154,218, Sunday 191,617.

Chicago, Retailers' Journal, monthly. Devoted to the grocery interest. Guaranteed circulation 11,000. 36 La Salle St., Chicago.

Kewanee, Star-Courier. Av. for 1904, daily 2,290, w'y. 1,375. Daily 1st 5 mos. '04, 2,296.

La Salle, Ray-Fromien, Polish, weekly. Average 1903, 1,805.

Peoria, Star, evenings and Sunday morning. Actual average for 1904, d'y 21,525, S'y 9,951.

INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Sworn av. '03, 12,618; '04, 12,684. Smith & Thompson, Sp. Rep., N.Y. & Chicago.

Evansville, Journal-News. Av. 1904, d'y 12,852, 1st 6 mos. '04, 14,160. E. Katz, S. A., N. Y.

Goshen, Cooking Club, monthly. Average for 1903, 26,878. A persistent medium, as housewives keep every issue for daily reference.

Indianapolis, News, dy. Aver. net sales in 1904, 72,952.

Indianapolis, Star. Aver. net sales 1904 (all returns and unsold copies deducted), 88,274 (*).

Marion, Leader, daily. W. B. Westlake, pub. Actual average for year 1904, 5,625.

Muncie, Star. Average net sales 1904 (all returns and unsold copies deducted) 28,781.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1904, 25,815.

Richmond, Sun-Telegram. Sworn av. 1903, dy. 8,811. For Feb., 1904, 2,944.

South Bend, Tribune. Sworn daily average 1904, 6,559. Sworn average for Jan., 6,798.

Terre Haute, Star. Av. net sales 1904 (all returns and unsold copies deducted), 21,285 (*).

INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. Average for 1904, dy., 2,068; w'y., 5,291.

IOWA.

Davenport, Democrat and Leader. Largest guar. city circ'n. Sworn aver. Jan. 1903, 6,085.

Davenport, Times. Daily aver. 1904, 2,895. Daily aver. Dec., 1904, 2,702. Circ. guar. greater than all other Davenport dailies combined.

Decorah, Decorah-Posten (Norwegian). Sworn av. circ'n, 1904, 40,274. Jan. 14, 1905, 41,225.

Des Moines, Capital, daily. Lafayette Young publisher. Actual average sold 1904, 26,825. Present circulation over 29,000.

City circulation the largest of any Des Moines newspaper absolutely guaranteed. Only evening newspaper carrying advertising of the department stores. Carries largest amount of local advertising.

Des Moines, News, daily. Actual average for 1904, 42,620. B. D. Butler, N. Y. and Chicago.

Des Moines, Wallace's Farmer, w'y. Est. 1870. Actual average for 1904, 26,811.

Muscatine, Journal. Daily av. 1904, 5,240, semi-weekly 5,029, daily, December, 5,907.

Ottumwa, Courier. Daily average for December, 1904, 5,192. Tri-weekly average for December, 1904, 7,975.

Sioux City, Journal. Dy. av. for 1904 (sworn) 21,784 av. for Dec., 1904, 22,802. Records always open. More readers in its field than of all other daily papers combined.

KANSAS.

Hutchinson, News. Daily 1904, 2,964. E. Katz, Agent, New York.

Topeka, Western School Journal, educational monthly. Average for 1904, 7,808.

KENTUCKY.

Lexington, Leader. Aver. for 1904, afternoon 4,041, Sunday 5,597. E. Katz, Special Agent.

Louisville, Evening Post, dy. Evening Post Co., pub. Actual average for 1903, 26,964.

Paducah, News-Democrat. Daily net av. 1903, 2,904. Year ending Dec. 31, 1904, 3,005.

Paducah, The Sun. Average for December, 1904, 2,961.

LOUISIANA.

New Orleans, The Southern Buck, official organ of Elksdom in La. and Miss. Av. '04, 4,815.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1904, 1,269, 641.

Bangor, Commercial. Average for 1904, daily 8,991, weekly 28,857.

Dover, Piscataquis Observer. Actual weekly average 1904, 1,918.

Leviston, Evening Journal, daily. Aver. for 1904, 7,524 (60), weekly 17,450 (60).

Phillips, Maine Woods and Woodman, weekly. J. W. Brackett Co. Average for 1904, 8,180.

Portland, Evening Express. Average for 1904, daily 12,166, Sunday Telegram, 8,476.

MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1904, 55,784. For January, 1905, 58,622.

MASSACHUSETTS.

Boston, Evening Transcript (60)(415). Boston's tea table paper. Largest amount of week day adv.

Boston, Globe. Average for 1904, daily, 198,705, Sunday, 293,568. "Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

Boston, Post. Average for 1903, daily 178,208; for 1904, 211,221. Boston Sunday Post, average for 1903, 160,321; for 1904, 177,664. Largest daily circulation for 1904 in all New England, whether morning or evening, or morning and evening editions combined. Second largest Sunday circulation in New England. Daily rate, 20 cents per copy line, Sat. run-off paper; Sunday rate, 18 cents per line. The best advertising propositions in New England.

Boston, Traveler. Est. 1824. Actual daily av. 1903, 72,552. In 1903, 76,666. For 1904, average daily circulation, 81,685 copies. Repr.: Smith & Thompson, N. Y. and Chicago.

East Northfield, Record of Christian Work, mo. \$1. Aver. for year end'g Dec. 31, 1903, 20,256. Dec 31, 1904, 20,660. Over 90 per cent paid subscriptions. Page rate, \$25.00 Nat. pro rata.

Gloucester, Cape Ann News. Actual daily average for 1904, 6,284; December, 1904, 6,481.

North Adams, Transcript, even. Daily aver. printed 1904, 5,595. Last 3 mos., 1904, 6,166.

Springfield. Good Housekeeping, mo. Average 1904, 171,017. No issue in 1905 less than 200,000 copies. All advertisements guaranteed.

Worcester. Evening Post, daily. Worcester Post Co. Average for 1904, 12,617.

Worcester. L'Opinion Publique, daily (C). Average 1904, 4,732. Only French paper in United States on Roll of Honor.

MICHIGAN.

Adrian. Telegram, dy. D. W. Grandon. Av. for 1904, 4,164. Aver. for January, 1905, 4,347.

Flint. Michigan Daily Journal. Aver. year-end Dec. 31, '04, 6,512 (3). Av. for Dec. 7,352 (3).

Grand Rapids. Evening Press, dy. Average 1904, 44,807.

Grand Rapids. Herald. Average daily issue last six months of 1904, 28,661. Only morning and only Sunday paper here.

Jackson. Press and Patriot. Actual daily average for 1904, 6,605. Av. Jan., 1905, 7,149.

Kalamazoo. Evening Telegraph. Last six mos. 1904, dy. 9,812. Dec. 10,086, a. w. 9,511.

Kalamazoo. Gazette, daily. 1904, 10,811. Dec. 11,087. Largest circulation by 4,300.

Saginaw. Courier-Herald, daily. Sunday Average 1904, 10,355; January, 1905, 10,908.

Saginaw. Evening News, daily. Average for 1904, 14,616. January, 1905, daily 14,908.

MINNESOTA.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. 1904, daily average, 87,929; last quarter of 1904 was 92,222; Sunday 71,321. Daily average for January, 1905, was 92,993 net.

CIRCULATION



by Am. News-paper Directory.

The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 40,000 daily. The Tribune is the recognized Want Ad paper of Minneapolis.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1904, 56,814.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1903, 75,854. Actual average 1904, 79,750.

Minneapolis. Journal, daily. Journal Printing Co. Aver. for 1903, 57,039; 1904, 64,535; January, 1905, 67,598.



The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing class and goes into more homes than any paper in its field. It brings results.

Minneapolis. Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1904, 52,068.

St. Paul. Dispatch, dy. Aver 1904, 59,086. January, 1905, 59,501. ST. PAUL'S LEADING NEWSPAPER. W'y aver. 1904, 75,951.

St. Paul. Globe, daily. Globe Co., publishers. Actual average for 1904, 51,635.

St. Paul. News, daily. Actual average for 1904, 56,204. B. D. Butler, N. Y. and Chicago.

St. Paul. Pioneer-Press. Daily average for 1904, 55,090. Sunday 50,484.

St. Paul. The Farmer, s-mo. Rate, 30c. per line, with discounts. Circulation for year ending June, 1904, 81,500. Present average, 85,000.

St. Paul. Volkszeitung. Actual average 1904 dy. 12,685, w'y. 25,657. Sonntagsblatt 28,640.

Winona. Republican and Herald, daily. Average year ending December, 1904, 4,316.

MISSOURI.

Clinton. Republican. W'y av. last 6 mos. 1904 5,540. D'y. est. Apr., '04; av. last 6 mos. '04, 600.

Joplin. Globe, daily. Average 1904, 12,046. E. Katz, Special Agent, N.Y.

Kansas City. Journal, d'y and w'y. Average for 1904, daily 64,114, weekly 199,590.

Kansas City. World, daily. Actual average for 1904, 61,478. B. D. Butler, N. Y. & Chicago.

Springfield. Sunny South, monthly. Actual average for 1903, 2,553.

St. Joseph. News and Press. Act. daily aver. for 1904, 25,057. Smith & Thompson, East, Rep.

St. Louis. Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1904, 41,403.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1904, 8,080 (C). Eastern office, 50 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1903, 68,588; average for 1904, 106,625; average for 1904, 104,750.

St. Louis. The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1903, 1,345,511. Actual proven average for past 12 months 1,411,953. Every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Butte. American Labor Union Journal, weekly. Average 1903, 20,549 general circulation.

Butte. Inter-Mountain, evening. Sworn net circulation for 1903, 10,617. Sworn net circulation for 1904, 12,678.

NEBRASKA.

Lincoln. Deutsch-Amerikan Farmer, weekly. Average year ending June, 1904, 149,805.

Lincoln. Freie Press, weekly. Actual average for year ending June, 1904, 152,025.

Omaha. Den Danske Pioneer, w'y. Sophus F. Neble Pub. Co. Average for 1904, 81,628.

Omaha. News, daily. Actual average for 1904, 41,750. B. D. Butler, New York and Chicago.

NEW HAMPSHIRE.

Nashua. Telegraph, dy. and w'y. Daily aver. 10 mos. '04, 2,870; October, '04, 3,169.

NEW JERSEY.

Cumden. Daily Courier. Est. 1878. Net aver. circulation for 4 mos. end. Dec. 31, 1904, 8,687.

Clayton. Reporter, weekly. A. F. Jenkins, Pub. Actual average for 1903, 2,019.

Hoboken. Observer, daily. Actual average 1902, 18,097; Sept., 1903, 22,751.

Jersey City. Evening Journal. Average for 1904, 21,106. Last 3 mos. 1904, 21,810.

Newark. Evening News. Evening News Pub. Co. Av. for January, 1905, 57,948.

Newmarket. Advertiser's Guide, mo. Stanley Day, publisher. Average for 1903, 5,125.

Washington. Star, w'y. Sworn av. '03, 8,759. Sworn aver. '04, 8,951. More actual subs. than any five other Warren Co. papers.

NEW YORK.

Albany. Journal, evening. Journal Co. Daily average for September, 31,656.

Albany. Times-Union, every evening. Establ. 1856. Average for first three months 1904, 39,626.

Batavia. News, evening. Average 1903, 6,437. Six months 1904, 6,510.

Binghamton. Evening Herald, daily. Herald Co. Average for first three months 1904, 15,210.

Buffalo. Courier, morn.; Enquirer, even. W. J. Conners. Aver. for 1903, morning 50,823, evening 53,082; Sunday average 68,566.

Buffalo. Evening News. Daily average 1903, 79,408. First 3 months 1904, 85,949.

Catskill Recorder, weekly. Harry Hall, editor. 1904 av., \$,636. Av. December, \$,731.

Carlisle Democrat, Fridays. Est. 1840. Aver. 1903, 2,245. Only Dem. paper in county.

Lyons, Republican, established 1831. Chas. H. Betts, editor and prop. Circulation 1903, 2,531.

Mount Vernon Daily Argus. Average 1903, 2,989. *Westchester County's leading paper.*

Newburgh News, daily. Av. for 1904, 4,732, 3,500 more than all other Newburgh papers combined.

New York City.

American Machinist, w., machine construc. (Also European edition.) Average 1904, 20,189.

Army & Navy Journal Est. 1863. Actual weekly average for 52 issues, 1904, 9,571 (©). Only Military paper awarded "Gold Marks."

Baker's Review monthly. W. R. Gregory Co., publishers. Actual average for 1904, 4,900.

Beniger's magazine, family monthly. Beniger Brothers, Average for 1904, 57,025, present circulation, 50,000.

Chopper, weekly (Theatrical). Frank Guen. Pub. Co., Ltd. Aver. for 1903, 26,912 (©) (689).

El Comercio, mo. Spanish export. J. Shep ard Clark Co. Average for 1904, 7,392.

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1904, 7,868 (©).

Forward, daily Forward Association. Average for 1903, 45,241.

Four-Track News, monthly. Actual av. paid for 6 1/2 months ending February, 1905, 108,533. March edition guaranteed 120,000.

Haberdsasher, mo. est. 1831. Actual average for 1904, 7,090. Binders affidavit and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1904, average issue, 17,500 (©). D. F. MALLETT, Pub., 285 Broadway.

Leslie's Weekly. Actual aver. year end. Aug. 1904, 69,077 (*). Pres. av. over 75,000 weekly.

Leslie's Monthly Magazine, New York. Average circulation for the past 12 months, 245,946. Present average circulation 500,168.

Music Trade Review, music trade and art weekly. Average for 1904, 5,509.

National Provisioner, weekly. Packing houses, butchers, cotton seed oil, etc. 1903 av. cir. 6,402.

Pocket List of Railroad Officials, qly. Railr'd & Transp. Av. 1903, 17,992; April, 1904, 19,728.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, **11,001**. Actual weekly average for 1904, **14,918**. Actual gain over 1903, **3,917**.

The People's Home Journal, 525,166 monthly, Good Literature, 452,323 monthly, average circulations for 1904—all to paid-in-advance subscribers. F. M. Lupton, Publisher.

The Wall Street Journal. Dow, Jones & Co. publishers. Daily average 1903, 11,987.

The World. Actual aver. for 1904, Morn., 302,455, Evening, 279,725. Sunday, 455,484.

Rochester Case and Comment, mo. Law. Av. for 1904, 20,000; 8 years' average, 50,108.

Schenectady Gazette, daily. A. N. Licty. Average for 1903, 9,097. Actual average for 1904, 11,625, 1904, 12,574.

Syracuse Evening Herald, daily. Herald Co., pub. Aver. 1904, daily 25,648, Sunday 29,161.

Tulsa National Electrical Contractor, mo. Average for 1904, 2,625.

Tulsa Press, daily. Otto A. Meyer, publisher. Average for 1904, 14,579.

Warsaw Western New-Yorker. Smallest bona fide issue since Oct. 1, 1904, was 5,000 copies.

NORTH CAROLINA.

Charlotte Observer. North Carolina's foremost newspaper. Actual daily aver. 1904, 6,381; semi-weekly, 4,495. First 3 months 1904, 6,578.

Raleigh Biblical Recorder, weekly. Average 1903, 8,872. Average 1904, 9,756.

NORTH DAKOTA.

Grand Forks Herald, dy. av. for April, 1904, 5,862. Will guar. 6,000 for year. N. Dakota's BIGGEST DAILY. La Cote & Maxwell, N.Y. Rep.

Grand Forks Normanden, weekly. Av. for 1903, 5,451. Guar. 6,700 after Nov. 1, 1904.

OHIO.

Akron Beacon Journal. Average 1903, 8,205. N. Y., 523 Temple Court. Av. Nov., 1904, 10,702.

Cleveland Plain Dealer. Est. 1841. Actual daily average 1904, 79,460; Sunday, 65,198. Jan., 1905, 80,824 daily; Sunday, 68,958.

Mansfield Daily News. Actual average year ending Dec. 31, 1904, 4,860 (*).

Springfield Press Republic. Aver. 1903, 9,285. Aver. '04, 10,227. N. Y. office, 523 Temple Court.

Washington Court House Fayette Co. Record, weekly. Actual average 1903, 1,775.

Youngstown Vindicator. Dy av. '04, 12,020. LaCote & Maxwell, N.Y., Eastern Reps.

Zanesville Signal, daily, reaches S. E. Ohio. Guarantees 5,000. Average six mos. 1904, 5,814.

Zanesville Times-Recorder. Sworn average 1904, 8,810 (*). Guaranteed double nearest competitor and to exceed combined competitors.

OKLAHOMA.

Guthrie Oklahoma Farmer, weekly. Actual average 1904, 28,898.

Guthrie Oklahoma State Capital, dy. and w. Aver. for 1903, daily 20,062, weekly 25,014. Year ending July 1, '03, dy. 19,868; w. 25,119.

Oklahoma City The Oklahoman. 1904 aver., 8,104; Jan., '05, 10,220. E. Katz, Agent, N.Y.

OREGON.

Portland Evening Telegram, dy. (ex. Sun.) Average circulation during 1904, 21,271.

Portland Oregon Daily Journal. Actual average for January, 18,542; actual average March, 1904, 15,204.

PENNSYLVANIA.

Chester Times, ev'g dy. Average 1904, 7,929. N. Y. office, 220 B'way. F. R. Northrup, Mgr.

Erie People, weekly. Aug. Klenke, Mgr. Average 1903, 3,055.

Erie Times, daily. Aver. for 1904, 14,257. Jan., 1905, 15,047. E. Katz, Sp. Ag., N. Y.

Harrisburg Telegraph. Dy. sworn av. Dec '04, 11,726. Largest circ. in Harrisburg guar'd.

Philadelphia American Medicine, w. Av. for 1903, 18,527. Av. March, 1903, 16,527.

Philadelphia German Daily Gazette. Average circulation first six mos. 1904, daily 48,942, Sunday 57,265. Sworn statement. Cir. books open.

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of January, 1906:

1.....	Sunday	17.....	199,269
2.....	142,792	18.....	199,323
3.....	192,352	19.....	201,292
4.....	189,503	20.....	302,712
5.....	194,876	21.....	302,062
6.....	190,636	22.....	Sunday
7.....	192,653	23.....	228,558
8.....	Sunday	24.....	221,115
9.....	197,976	25.....	175,948
10.....	196,388	26.....	193,869
11.....	196,419	27.....	207,199
12.....	198,250	28.....	202,463
13.....	196,763	29.....	Sunday
14.....	199,835	30.....	205,865
15.....	Sunday	31.....	205,773
16.....	200,191		

Total for 36 days, 5,155,924 copies.
NET AVERAGE FOR JANUARY,

196,766 copies per day

The BULLETIN's circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WM. L. McLEAN, Publisher.

PHILADELPHIA, Feb. 6th, 1906.

In Philadelphia there are over 230,000 homes. The BULLETIN's circulation, which during the month of January averaged 196,766 copies per day, goes each evening into a majority of these homes.

Philadelphia, Press. Daily average year ending Dec. 31, 1904, 115,242 net copies sold.

Philadelphia, Sunday School Times, weekly. Average for 1904, 92,518. Send for rates to The Religious Press Association, Philadelphia.

The Evening Telegraph READ EVERYWHERE IN PHILADELPHIA. January Circulation

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of January, 1906:

1.....	Sunday	17.....	143,293
2.....	120,377	18.....	142,283
3.....	141,581	19.....	146,047
4.....	143,173	20.....	143,623
5.....	142,341	21.....	145,790
6.....	144,892	22.....	Sunday
7.....	141,343	23.....	166,621
8.....	Sunday	24.....	156,507
9.....	143,639	25.....	149,341
10.....	144,174	26.....	148,492
11.....	146,976	27.....	146,754
12.....	145,163	28.....	145,458
13.....	145,140	29.....	Sunday
14.....	143,719	30.....	144,842
15.....	Sunday	31.....	146,905
16.....	146,552		

Total for 36 days..... 3,773,136

NET AVERAGE FOR JANUARY

145,120 copies per day

BARCLAY H. WARBURTON, President.
Philadelphia, Feb. 6, 1906.

Philadelphia, The Grocery World. Actual average year ending August, 1904, 11,741.

Philadelphia, Farm Journal, monthly. Willmer Atkinson Company, publishers. Average for 1904, 538,840. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription:



"Awarded June 25th, 1902, by 'Printers' Ink,' 'The Little Schoolmaster' in the art of 'Advertising' to the Farm Journal. After a canvassing of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns."

Pittsburg, Labor World, wy. Ar. 1904, 22,618. Reaches best paid class of workmen in U.S.

Pottsville, Evening Chronicle. Official county organ. Daily average 1903, 6,648.

West Chester, Local News, daily. W. H. Hodgson. Average for 1903 15,168.

Williamsport, Grit. America's Greatest Weekly. Net paid average 1904, 198,758. Smith & Thompson, Repts., New York and Chicago.

York, Dispatch, daily. Average for 1904, 8,974. Enters two-thirds of Y rk homes.

RHODE ISLAND.

Pawtucket, Evening Times. Average daily for 1904, 16,550 avorn.

Providence, Daily Journal, 17,290 (60). Sunday, 20,486 (60). Evening Bulletin 27,556 average 1904. Providence Journal Co., pub.

Westerly, Sun. Geo. H. Utter, pub. Average 1904, 4,480. Only daily in So. Rhode Island.

SOUTH CAROLINA.

Charleston, Evening Post. Actual dv. aver. for fourth 3 months 1904 4,008.

Columbia, State. Actual average for 1904, daily 8,164 copies, (60) per issue; semi-weekly 2,251, Sunday 9,417 (60). Act. aver. for last six months of 1904, daily 8,626; Sunday 9,912.

★ The absolute correctness of the latest circulation rating accorded the Columbia State is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



TENNESSEE.

Chattanooga, Crabtree's Weekly Press. Average November and December, 47,044 (3).

Knoxville, Sentinel. Average 1904, 11,482. Carries bulk Knoxville advertising.

Memphis, Commercial Appeal, daily. Sunday, weekly Average 1904, daily 35,965. Sunday 47,002, weekly \$4,540 (1904). Dec., 1904, daily 34,909, Sunday 49,762, weekly 101,250.

Nashville, Banner, daily. Aver. for year 1903, 18,772; for 1904, 20,708. Only Nashville daily eligible to Roll of Honor.

TEXAS.

Denton, Record and Chronicle, daily and weekly. W. C. Edwards, pub. Daily av. 1904, 816. Weekly av., 3,775. The daily and weekly together reach 65 per cent of all the tax-paying families of Denton county.

El Paso, Herald. Dy. av. 1904, 4,211; Dec., 1904, 4,425. Merchants' canvass showed Herald in 80 per cent of El Paso homes. Only El Paso daily paper eligible to Roll of Honor.

Paris, Advocate, dy. W. N. Furey, pub. Actual average, 1903, 1,527; 1904, 1,551.

VERMONT.

Barre, Times, daily. F. E. Langley. Aver. 1904, 2,161.

Burlington, Daily News, evening. Actual daily average 1904, 6,018; last 6 mos., 6,625; last 3 mos., 7,024; last month, 7,847.

Burlington, Free Press, Daily av. '03, 5,566; '04, 6,688. Largest city and State circulation. Examined by Assoc'n of American Advertisers.

VIRGINIA.

Norfolk, Dispatch, daily. Sworn average for 1902, 5,095; for 1903, 7,483; for 1904, 9,400.

Richmond, Times-Dispatch, morning. Actual daily average year ending Dec., 1904, 20,172. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Seattle, Times, Actual aver. circulation Oct. Nor. and Dec., 1904, 37,090 daily, 45,450 Sunday. By far largest daily and Sunday in State.

Tacoma, Ledger, Dy. av. 1904, 14,264; Sp., 18,370; w., 9,524. Aver. Dec., 1904, daily, 14,765; Sp., 19,641; w., 9,608. S. C. Beckwith, rep., Tribune Bldg., N. Y. & Chicago.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Hornor, pub. Average for 1904, 2,520 (1064).

Wheeling, News, Daily paid circ'n 9,707. Sunday paid circ'n 10,229. For 12 months up to April 1, 1904. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

La Crosse, Chronicle, Daily average 1904, 6,440 (30). Average Dec. 1904, 6,686 (30).

La Crosse, Leader-Press evening. Actual average 1904, 6,579. Average Dec., 1904, 6,588.

Milwaukee, Evening Wisconsin, d'y. Ev'g. Wisconsin Co. Average for 1904, 26,201; January, 1905, 26,259 (200).

Milwaukee, Germania-Abendpost, dy. Av. for year end'g Feb., '04, 22,376; av. Feb., '04, 24,266.

Milwaukee, Journal, daily. Journal Co., pub. Yr., end. Dec., 1904, 27,170; Jan., 1905, 27,608.

Oshkosh, Northwestern, daily. Average for 1904, 7,251. December, 1904, 7,426.

Racine, Journal, daily. Journal Printing Co. Average for 1905, 5,702.

Wisconsin Agriculturist, Racine, Wis. Established 1877. Average for 1903, weekly, 55,181. " 1904, " 57,554. Only Wisconsin paper whose circulation is guaranteed by the American Newspaper Directory. Advertising, \$2.50 per inch.



WYOMING.

Cheyenne, Tribune, Actual daily average for 1904, 8,986.

Rock Springs, Independent, Weekly average for 1903, 1,055. First eight months 1904, 1,582.

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1904, 7,426; average for January, 1905, 8,269.

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1903, 8,695; June, 1904, 4,805.

MANITOBA, CAN.

Winnipeg, Der Nordwesten, Western Canada's German newspaper, covers the entire German speaking population—its exclusive field. Average for 12 months ending June 30, 1904, 10,798.

Winnipeg, Free Press, daily and weekly. Average for 1904, daily, 25,695; weekly, 15,801. Daily, January, 1905, 26,907.

NEW BRUNSWICK, CAN.

St. John, Star, Actual daily average for September, 1904, 6,306.

NOVA SCOTIA, CAN.

Halifax, Herald (20) and Evening Mail. Sworn circulation exceeds 16,000. Flat rate.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1904, 6,000.

Toronto, Evening Telegram, Daily, aver. 1904, 51,884. Perry Lukens, Jr., N.Y. Rep.

Toronto, Star, daily. Average year ending December 31, 51,225; for January, 56,567.

Toronto, The News. Largest circulation of any evening paper published in Ontario. Aver. year end. Dec., '04, 25,178; for Jan., 28,295.

QUEBEC, CAN.

Montreal, Herald, daily. Est. 1868. Actual aver. daily 1904, 22,550; weekly, 18,886.

Montreal, Journal of Agriculture and Horticulture. Semi-monthly. Average 1904, 61,427.

Montreal, La Presse, Trefle Berthiaume, publisher. Actual average 1903, daily 72,894; 1904, 80,259.

Montreal, Le Canada, Actual average 1904—daily, 19,287; weekly, 18,757.

Montreal, Star, dy. & w'y. Graham & Co. Av. for '03, dy. 55,127, w'y. 122,369 (1145). Six mos. end. May 31, '04, dy. av. 55,147, w'y. 122,157.

Only a very small number of papers listed in Rowell's American Newspaper Directory are accorded the gold-marks of quality (oo), and only a few of those who enjoy the much coveted marks make this fact persistently known. These may be observed on page 37 of this issue. A two line ad in this department costs \$20.80 per year, payable quarterly, or \$18.72 net if wholly paid in advance. It seems no publisher enjoying these marks (oo) ought to neglect to make the fact known to the readers of PRINTERS' INK—who constitute the advertisers of this country.

(◎◎) GOLD MARK PAPERS (◎◎)

(◎◎) Advertisers value these papers more for the class and quality of their circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ◎.—*Webster's Dictionary*.

Out of a grand total of 23,365 publications listed in the 1904 issue of Rowell's American Newspaper Directory, one hundred and nine are distinguished from all the others by the so-called gold marks (◎◎), the meaning of which is explained above.

Announcements under this classification, from publications having the gold marks in the Directory, cost 30 cents per line per week, two lines (the smallest advertisement accepted) cost \$20.00 for a full year, 10 per cent discount, or \$18.72 per year spot cash, it paid wholly in advance.

WASHINGTON, D. C.

THE EVENING STAR (◎◎), Washington, D. C. Reaches 90% of the Washington homes.

ILLINOIS.

TRIBUNE (◎◎), Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

BAKERS' HELPER, (◎◎), Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory,

KENTUCKY.

THE COURIER-JOURNAL (◎◎), Louisville, daily, Sunday and weekly. Not only has class and quality of circulation, but also quantity. While an old and conservative newspaper it has never lacked progressiveness. It was the first paper outside of New York city to introduce the Hergenthaler linotype machine. It is carried every day of the week on a special train of its own to the heart of the wealthy "Blue-grass region," and has a larger circulation in that territory than any other daily.

MASSACHUSETTS.

BOSTON PILOT (◎◎), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANS-SCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

MICHIGAN.

Grand Rapids Furniture Record (◎◎), Only national paper in its field.

MINNESOTA.

THE NORTHWESTERN MILLER (◎◎), Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

THE POST EXPRESS (◎◎), Rochester, N. Y. Best advertising medium in this section.

ENGINEERING NEWS (◎◎)—A periodical of the highest character.—*Times*, Troy.

HARDWARE DEALERS' MAGAZINE.

In first circulation issue, 12,000 (◎◎).
D. T. MALETTE, Pub., 225 Broadway, N. Y.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

THE NEW YORK TIMES (◎◎), Times Square. "All the news that's fit to print." Net circulation in metropolitan district exceeding 100,000 copies daily.

ELECTRICAL WORLD AND ENGINEER (◎◎), established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

BUFFALO COMMERCIAL (◎◎). Desirable because it always produces satisfactory results.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N.Y.-Chicago.

PENNSYLVANIA.

THE PITTSBURGH DISPATCH (◎◎), a home delivered circulation among those of all classes with money to buy.

THE PUBLIC LEDGER (◎◎), the ONLY newspaper admitted into thousands of Philadelphia homes. "Philadelphia's landmarks: Independence Hall and Public Ledger." Circulation growing faster than for 50 years; leader in Financial Educational, Book, Real Estate, Auction, and all other classified advertising that counts.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C., reaches every part of South Carolina.

VIRGINIA.

NORFOLK LANDMARK (◎◎) the recognized medium in its territory for investors. Holds certificate from the Association of American Advertisers of bona fide circulation. If you are interested, ask to see voluntary letters from advertisers who have gotten splendid results from LANDMARK.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), one of the Golden Domes Newspapers.

CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation exceeds 16,000, flat rate.

THE TORONTO GLOBE (◎◎)

Canada's National Newspaper. United States representatives, BRIGHT & VERREE, New York and Chicago. Sworn circulation 1904, 51,231.

A BOOKLET from the *Scientific American*, New York, with a cover on a clever imitation of birch bark, tells something about the character of circulation of that weekly's Building Edition and indicates lines of goods that may be advertised in it advantageously. The Building Edition goes to home builders, and through its pages can be advertised anything entering into the construction or furnishing a home.

The eightieth annual report of the New York Bible Society, Astor Place, is made more interesting than such documents ordinarily are by views of bible distribution among immigrants, with incidents that happen during this work.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance.

CALIFORNIA.

THE TIMES prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.

Rate—ONE CENT A WORD FOR EACH INSERTION; minimum charge 25 cents. Sworn daily average for year 1903, 36,666 copies. Sunday circulation regularly exceeds 51,000 copies.

COLORADO.

THE Denver POST, Sunday edition, Feb. 19, 1905, contained 4,112 classified ads, a total of 94 1-10 columns. The Post is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the POST is five cents per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn. RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DELAWARE.

WILMINGTON people use the EVENING JOURNAL for "Want ads." Foreign advertisers can safely follow the home example.

IN Delaware the only daily paper that guarantees circulation is "Every Evening." It carries more classified advertising than all the other Wilmington papers combined.

DISTRICT OF COLUMBIA.

THE Washington, D. C. EVENING STAR (60¢) carries DOUBLE the number of WANT ADS of any other paper in Washington and more than all of the other papers combined. MAKE COMPARISON ANY DAY.

GEORGIA.

THE Atlanta JOURNAL carries three times as many Wants as its chief competitor.

ILLINOIS.

PEORIA (Ill.) JOURNAL reaches over 12,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want-ad" directory.

INDIANA.

THE Indianapolis News during the year 1904 printed 125,397 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 273,730 separate paid Want ads during that time.

THE Indianapolis STAR is the Want ad medium of Indianapolis. It printed during the year of 1904 561,313 lines of Want ads. During the month of December the Star printed 17,335 lines of classified financial advertising. This is 4,275 lines more than published by any other Indianapolis newspaper for the same period. The News in December, 1904, printed 13,000 lines; the Sentinel 4,500 lines, and the Sun 3,830 lines. The Indianapolis STAR accepts no classified advertising free. The rate is one cent per word.

THE Muncie STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

THE MARION LEADER is recognized as the best result getter for want ads.

THE Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

THE Star League, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR, general offices, Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

IOWA.

THE Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week. Saturday the big day.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

25 CENTS for 30 words, 5 days. DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.

THE BOSTON TRAVELER publishes more Want advertising than any other exclusively evening paper in its field, and every advertisement is paid for at the established rates.

BOSTON GLOBE, daily and Sunday, in 1904, carried 141,369 more "Want" ads than any other Boston paper. It printed a total of 417,255 classified advertisements, and every one of them was paid for at the regular card rate, and there were no trades, deals or discounts.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 11,000; i.e. word; 5c. subsequent.

MINNESOTA.

THE Minneapolis JOURNAL carried over fifty-six per cent more Want ads during 1904 than any other Minneapolis daily. No free Wants and no objectionable Wants. Circulation 1903, 57,039; 1904, 64,333; January, 1905, 67,598.

THE ST. PAUL DISPATCH is the leading "Want" medium in the Northwest, read and relied upon by everybody in its city and territory; more paid circulation than the other St. Paul dailies combined; brings replies at smallest cost. Circulation 1903—33,044; now 57,634.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 22,000 subscribers, which is 25,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

THE Kansas City JOURNAL (every morning including Sunday), one of the recognized Want ad mediums of the United States, 21 to 35 columns paid Wants Sunday, 7 to 10 columns daily. Rate, 5 cents a nonpareil line.

NEBRASKA.

THE Lincoln DAILY STAR, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 16,000 daily. Rates, 1 cent per word. Sunday Want ads receive extra insertion in Saturday afternoon edition if copy is received in time. DAILY STAR, Lincoln Neb.

NEW JERSEY.

ELIZABETH DAILY JOURNAL covers population of 25,000. Largest circulation. Brings results. Only "Want" medium. Cent a word.

NEW YORK.

THE Post-Express is the best afternoon Want ad medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Great est Want ad medium in Westchester County.

IN Binghamton the **LEADER** carries largest patronage; hence pays best. **BECKWITH**, N. Y.

BUFFALO NEWS with over 57,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums. Mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue fat: six words to a line. Sample copies, ten cents.

OHIO.

IN Zanesville the **TIMES-RECORDER** prints twice as many Want ads as any other paper.

THE Zanesville SIGNAL reaches 64 towns in S. E. Ohio, also 63 rural routes; 1/2c. a word net.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

THE Mansfield News publishes daily more Want ads than any other 30,000 population newspaper, 20 words or less 3 consecutive times or less, 5c.; one cent per each additional word.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 2,401. Publishes more Wants than any four Okla. competitors.

PENNSYLVANIA.

WILKES-BARRE (Pa.) TIMES. Circulation over 11,000 daily. Classified rate, 5 cents a line.

THE Chester, Pa., **TIMES** carries from two to five times more classified ads than any other paper.

BULLETIN Want ads pay, because "In Philadelphia nearly everybody reads **THE BULLETIN**." Net daily average circulation for January, 196,766 copies. (See Roll of Honor.)

SOUTH CAROLINA.

THE Columbia STATE (☉) carries more Want ads than any other S. C. newspaper.

VERMONT.

THE Burlington DAILY NEWS is the popular paper and the Want medium of the city. Reaches twice as many people as any other and carries more Want ads. Absolutely necessary to any advertiser in Burlington territory.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (27,414 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified ads., one cent a word per insertion, cash in advance, no advertisement counted as less than 25 words, no display.

WISCONSIN.

No paper of its class carries as many Want ads as the **EVENING TELEGRAPH**, of Superior, Wisconsin.

JANESVILLE GAZETTE, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates; Want Ads—daily, 3 lines 3 times, 5c.; weekly, 3c. line. Big results from little talk.

CANADA.

THE Halifax HERALD (☉) and the **MAIL—Nova Scotia's** recognized Want ad mediums.

L A PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 25,500, Saturdays 100,000.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Toronto DAILY STAR is necessary to any advertiser who wants to cover the Toronto field. Carries more general advertising than any other Toronto paper. Sworn daily average circulation, January, '05, 36,567.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The **FAMILY HERALD** AND **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

A PARTICULAR feature of the Toronto **EVENING TELEGRAPH**'s classified advertisements is that they are all true to their headings; there are no fake, improper or doubtful advertisements accepted. This gives the public perfect confidence in them, and next to the large circulation is perhaps the greatest reason why they bring such splendid results to the advertisers.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

BRITISH COLUMBIA.

THE Victoria COLONIST covers the entire province of British Columbia (branch office in Vancouver). More "WANT" ads appear in the Sunday **COLONIST** than in any other paper west of Winnipeg. One cent a word each issue. Sample copies free.

FIRST *in* CHICAGO

In January

THE CHICAGO DAILY

.... GAINED

247.96 columns, or

OVER JANUARY

ADVERTISING PUBLISHED BY
THREE NEAREST COMPANIES

JANUARY

	DISPLAY
THE TRIBUNE	1,215.84
News	1,110.38
Record-Herald	1,180.93
Daily and Sunday American	971.20

FEBRUARY

THE TRIBUNE	524.74
News	531.23
Record-Herald	483.68
Daily and Sunday American	470.41

CHICAGO!

uary, 1905,

DAILY TRIBUNE

AINED....

, or 50.5 per cent.

ANUARY, 1904.

ED BY THE TRIBUNE AND ITS
COMPETITORS IN 1905:

ANUARY.

COLUMNS.		
DISPLAY.	CLASSIFIED.	TOTALS.
1,215.84	837.05	2,052.89
1,110.38	745.59	1,855.97
1,180.93	623.89	1,804.82
974.20	109.84	1,084.04
ARY 1-14.		
524.74	393.37	918.11
531.23	353.35	884.58
488.68	278.52	762.20
470.41	52.05	522.46

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING
COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES:

Advertisements 30 cents a line, pearl measure, 15 lines to the inch (\$2). 300 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,

Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, MAR. 1, 1905.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

E. R. THOMAS, the lecturer on welfare work, who gave illustrated talks at the National Cash Register Company's theater at the St. Louis fair, has been sent by that company to London, where he is delivering his talk before prominent English manufacturers and welfare societies.

A BOOK of 104 pages, entitled "How to Advertise," is published by the Clarence E. Runey Advertising Agency, Cincinnati. It deals with all phases of publicity, from newspapers to novelties, but lays especial emphasis on this agency's facilities for producing signs, posters and outdoor advertising.

AFTER a career of something more than three years, the *News*, of Nashville, Tenn., has suspended publication and gone into voluntary liquidation. Lack of support is the prime cause of failure. This leaves Nashville with one evening paper, the *Banner*—a good one.

SHERMAN, REID & Co., 64 Leonard st., New York, one of the old well-known dry goods jobbing houses of the East, are advertising their Dove Dimity Quilts in a few newspapers and magazines. The business is placed by the Ben B. Hampton Co., 7 West 22d street, New York.

THE Norfolk (Va.) *Public Ledger* has been sold to the publishers of the *Times-Herald*, Newport News, Va., S. L. Slover and Harvey L. Wilson, who will move to Norfolk and conduct the paper as an enterprising afternoon daily. Their control of the *Times-Herald* is retained, and that property will be managed by P. T. Marshall, who has been cashier.

A BUSINESS OPPORTUNITY.

Rastus—"What's you gwine to do this fall?"

Johnson—"I'se gwine to open a school an' teach chicken stealin' by mail."

Your address, please? We go anywhere for business.—*From Batten's Wedge.*

THE ORANGE JUDD WEEKLIES.

During March the Orange Judd Weeklies will have more than a million circulation, the weekly issues being augmented by a national subscription canvass. March is the height of the subscription season for this trio, which comprises the *American Agriculturist*, New York, the *New England Homestead*, Springfield, Mass., and the *Orange Judd Farmer*, Chicago. To activity in securing subscribers in this month is due the trio's enormous proportion of direct paid-in-advance circulation—an aggregate of more than seventy-five per cent of the total number of copies printed.

THE magazine and newspaper advertising of A. S. Barnes & Co., publishers, New York City, is being placed by the Ben B. Hampton agency, 7 West 22d street, New York.

THE International Shoe Co. of Boston, Mass., manufacturers of the "Merit" Shoe, \$2.50, is extending its chain of stores in large cities which means more advertising for the newspapers. The business is placed by the Ben B. Hampton Co. agency, 7 West 22d street, New York.

THE MOTIVE POWER NOT THE HEAD.

"Who is at the head of the Hearst Combination of Newspapers?" was the question recently propounded by PRINTERS' INK to the manager of one of the branches of that institution.

"That's what, for fifteen years, I have been trying to find out," was the reply. He hesitated a moment and then added "I was able to tell Mr. Hearst at one time that I knew he was not."

THE J. H. Bragdon Association, composed of past and present members of the staff of the *Textile Manufacturers' Journal*, published by J. H. Bragdon & Co., New York City, held its second annual banquet at the Hotel Navarre, New York, February 11, J. W. Linnehan, of the J. W. Linnehan Company, Boston, president of the Association, presided. Mr. Bragdon, editor of the *Textile Manufacturers' Journal*, was the guest of honor. The others present were W. S. Bullock, *Mining and Scientific Press*; V. E. Carroll, *Journal of Commerce and Commercial Bulletin*; H. J. Berger, *American Stationer*; P. C. Long, *Spice Mill*; H. O. Barnes, C. H. Clark, S. H. Steele, W. W. Ballagh, C. H. West, W. H. Titus, E. H. Morgan, and John F. Renner, of the *Textile Manufacturers' Journal*. Officers were re-elected as follows: J. W. Linnehan, president; C. H. Clark, vice-president; H. O. Barnes, secretary and treasurer.

POST GRADUATE CLASS 64, of the National Cash Register Company's sales force, recently held a dinner at the N. C. R. Officers' Club in that city, discussing matters pertaining to salesmanship and the company's business generally.

"THE Commercial Value of Health" is a pithy medical booklet from Delmar D. Richardson, M. D., 123 Michigan avenue, Chicago. Dr. Richardson, who is well-known as a general advertiser, uses literature in promoting his sanitarium practice. His brochure starts from the standpoint of the money value of health, and shows the increased earning power of a business man free from the handicap of disease. After emphasizing the statement that seven business men in every ten suffer from pelvic disorders, the reader is invited to send for another booklet dealing with this subject. Certainly the argument is business-like, and ought to produce results.

GUSTAV MAYER, publisher of the *German Daily Gazette*, Philadelphia, has been associated with that paper ever since its birth in 1879. His father, the late Carl Theodore Mayer, was founder of the paper, and at his death, in 1900, Gustav was made president of the company. For twelve years prior to that he had been business manager of the *Gazette*, and the rapid rise in popularity of the paper in the past sixteen years is sufficient evidence of his ability as a publisher. Mr. Mayer was born in Williamsport, Pa., thirty-six years ago. He is aggressive, fearless and firm. He has the up-to-date ideas of the wide-awake English newspaper publisher, being American in his manner, but at the same time is well versed in the likes and dislikes of his German readers, with whom he is very popular. Under Mr. Mayer's guidance, during the past four years, the *Gazette* has made rapid strides, until to-day it is regarded as one of the leading German dailies in the country.—*Editor and Publisher.*

PEORIA "NEWS" CHANGES HANDS.

The *Daily News*, Peoria, Ill., had been purchased by F. W. Lawrence, lately with Hearst's Chicago papers, and brother of A. M. Lawrence, publisher of the *Chicago Examiner*. The *News* will be remodeled.

To advertise the light music in the repertory of the Pianola, the Aeolian Company, New York, uses two-line bold-face readers scattered through the amusement columns of New York dailies, printing after each theatrical notice of a comic opera or musical comedy the information that its music can be had for the Pianola. The idea is new and capable of adaptation in other cities by local music dealers.

THE South Bend Commercial College, South Bend, Ind., has instituted a course in advertising that has practical merits, being modeled on the course now being conducted for the solicitors of the *Brooklyn Eagle*. Advertising men and business men make up the class, and instruction is to be given in the shape of lectures and lessons from prominent advertisers. Actual work on advertisements as they appear in the daily papers will be done before the class.

SOME daily newspaper copy along new lines is being used by the Re-Leaf Company, Pittsburg. This concern bottles a laxative water called "Re-Leaf-Splits," and takes page spaces in prominent dailies. A recent advertisement in the *Chicago Tribune* contained only a general argument for the water, but had the names and addresses of more than 125 leading hotels, cafés, buffets and drug stores in that city where the commodity can be purchased. This is far better than the customary "At all dealers" in introducing a new commodity, and results ought to justify the large costly spaces used. The advertising is the idea of F. M. McCloy, secretary of the company, and is placed by the J. Walter Thompson agency.

THE Shaw-Torrey advertising agency, Grand Rapids, Mich., publishes a 300-page "Guide for Advertisers," which lists leading daily, weekly and monthly publications throughout the country in geographical order, estimating circulations in round figures and enumerating column widths, lengths, size of reading type, character of advertising illustrations, classes among whom circulation is obtained, etc. The data has been compiled with judgment, and is supplemented with short articles on advertising matters, as well as detailed consideration of the agency's own service in different fields.

THE BOSTON PILOT.

James Jeffrey Roche, recently appointed American consul at Genoa, Italy, has sold the controlling interest in the *Boston Pilot* to Patrick M. Donahoe, a younger son of the paper's founder, Patrick M. Donahoe. The fate of the *Pilot* was for several weeks a matter of speculation in Catholic and literary circles. The *Boston Pilot* was established in 1836. It was designed to propagate clear ideas of Catholic doctrine. It has had the direction of some of the foremost American editors, including Thomas D'Arcy Magee and John Boyle O'Reilly. More than 30 years ago the *Pilot* passed out of the control of the elder Patrick Donahoe, although members of his family have been connected with the paper in various capacities during more than half of the time since, and the founder himself was associated with it editorially at the time of his death a few years ago. During the time that the publication has been outside of the control of the Donahoe family it has been directed by Archbishop Williams, Boyle O'Reilly and James Jeffrey Roche. Financial difficulties of the founder, in connections remote from his management of the *Pilot*, caused it to pass from his hands. After Mr. Donahoe's death the control passed to James Jeffrey Roche, who subsequently became its editor.

THE auditor of the Association of American Advertisers recently examined the circulation records of the *Gazette*, Schenectady, N. Y., the only newspaper in that city submitting to an examination, it is said. His findings were a complete verification of the *Gazette's* daily average as published regularly in the Roll of Honor.

DAGGETT & RAMSDELL, the New York druggists and chemists, have entered the general advertising field and will use a large number of magazines and women's publications for the exploitation of their Perfect Cold Cream. They have hitherto used street-car cards and other means of publicity, but have never before undertaken a magazine campaign. This advertising is in the hands of the George Ethridge Company, 33 Union Square, New York City.

THE MANSFIELD, O., "NEWS."

The Mansfield, Ohio, *News*, one of the first inland daily newspapers that employed a special representative in New York and Chicago, has discontinued this feature, both in the East and West. The reason given by the *News* for this step is that it finds by careful comparison that special representatives have not increased their foreign business over what it reasonably would have been without them, and that while it probably pays the large city papers to be specially represented, the same rule does not hold good with smaller papers, a number of which club together and employ one representative.

Special representation, the *News* claims, has, in a measure at least, undone that which it has striven for years to accomplish, viz.: To place the advertising department of the *News* in close touch and in thorough harmony with advertising agencies and the direct advertisers.

The *News* believes direct communication with advertisers or advertising agencies is much more satisfactory to both parties concerned.

THE average weekly circulation of each of the 1,400 country weeklies in the Atlantic Coast Lists, according to a mailing card from the New York office, was 696 copies during 1904. In 1903 the average per paper was 679 copies, and in 1902, 651 copies.

DENVER, COLORADO, AD CLUB.

Sayings and Doings is a neat periodical established by the Ad Club, of Denver, for the purpose of reporting addresses made at the organization's meetings. The first issue contains an interesting paper on "The Value of Electrical Signs in Advertising," by George E. Turner, and another on "Trade-marks in Advertising," by K. L. Murray, together with complete minutes, by-laws, etc. The Ad Club of Denver is a successful organization dating from December, 1903, and has a hundred members. Its officers are: Howard T. Vaille, Colorado Telephone Company, president; John Craig Hammond, Denver Gas & Electric Company, vice-president; W. G. Sutherland, Sutherland Engraving Company, treasurer; F. H. Wallace, John Thompson Grocery Company, secretary. Executive Board: Judson T. Sergeant, Smith-Brooks Printing Company; G. L. Sullivan, Daniels and Fisher Stores Company; W. E. Bridgman, American Sight-Seeing Car & Coach Company.

"THEATRE MAGAZINE" TO BE OUT ON TIME.

The publishers of the *Theatre Magazine* have made arrangements by which their March edition will be ready for circulation on schedule time in spite of the "fire that darkened Broadway." The printing office in which the magazine was handled was temporarily put out of business by the fire and the plates and printed sheets of the March number were lost. The publishers, however, went to work at once to duplicate the plates and, having secured another printer, they say the number will be out on time.

BETTER THAN EVER.

The "Little Schoolmaster" is rather lively at the present time. Its characteristic integrity—about the most desirable commodity newspapers can offer—teaches object lessons valuable alike to the average advertiser and the "paper man." PRINTERS' INK is more ably conducted, is broader, more educational, more influential than ever.—*Dry Goods, New York*.

CHANGE OF NAME.

The Snitzler & Bolte Adv. Co. will change its corporate name on March 1st to Snitzler Advertising Co., Mr. Bolte having retired in August last. The financial strength of the concern remains as heretofore, and publishers are assured that all discounts will be taken and bills promptly paid.

"THE best soliciting plan maintained by any New York daily paper is that of the *Evening Post*," said a high-class New York advertiser the other day. "The *Evening Post* sends a solicitor up here not oftener than once a month, but when you send that paper an advertisement to set up it is executed so well, and with such typographical taste, that you feel that whenever you want an ad set up properly the composing room of the *Evening Post* is the only place to send it."

A GOOD ANSWER.

The publisher of the *Daily Bulletin*, Bloomington, Ill., recently received from an automobile manufacturer a request that he send him the names of fifteen or twenty persons in that city who have money enough to buy an automobile. For this service the publisher was promised the use of a steam touring car any time he happened to visit Chicago. The publisher replied: "It is not easy to point out whether this person of means or that would be a prospect. Since this is impossible by direct methods, a science has long since been developed, the employing of which brings your business to the notice of that not intractable element called the public. There is nothing in appearances to indicate who those persons are. The secret is shut within themselves. There is but one key to unlock it. We happen to be in a business that is a much praised repository for such a key. It is always in use and all of the varied wealth getters who use it cheerfully pay for the privilege. You are not denied this advantage and the enclosed rate card will give you full information."

THE 1905 issue of "Practical Advertising," the year-book of Mather & Crowther, Ltd., London, is in keeping with former issues. This agency has made its year-book a standard reference work, not only in Great Britain, but in many of the colonies. Besides complete lists of all publications in the British Isles, with date of establishment, political faith, closing date, price, circulation and advertising rates, it gives lists of papers in Africa, Australia, Canada, India, the East, West Indies and the Mediterranean. A complete list of billposters in Great Britain is also given, and there are many beautiful colored reductions of posters turned out by this agency.

A SWELL AFFAIR.

John Adams Thayer celebrated his birthday at the St. Regis February 20, having been born two days before George Washington. According to the *Sun* it was a feast fit to celebrate a six months' hunt of the Money Devil. About Mr. Thayer sat nearly forty congratulants, most of them men with whom he has been associated in the past. They had been invited by cards, which were engraved in fac-simile of Mr. Thayer's own handwriting. As a cheerful jest, they had also been furnished with cards entitling them to admission to the front entrance of the St. Regis. The dinner was served on the modest collection of plate which the hotel classifies as its "special banquet gold service." The menus were bound in brown leather and included a letter from Mr. Lawson to Mr. Thayer, which was carefully copyrighted by Mr. Thayer. Telephones had been provided at the place of each guest, and at 10 o'clock the inevitable Thomas Lawson, who was in Boston, was put in connection with all of them at once. He talked for twenty minutes. Some of his auditors said afterward that it wouldn't do at all for them to tell what he said. The dinner was so elaborate and so plentiful that the speeches were only half over at midnight.

THE Textile Manufacturers' Journal, New York, recently observed its tenth birthday with a special issue of 200 pages, containing a complete review of the textile world.

THE OLD AND THE NEW.

Among the special agents none has been so long established as Mr. Leander H. Crall; and from the day he came to New York, until to-day, Mr. Crall has never represented a paper that was square and above board about allowing its circulation to be known to advertisers; and he does not represent any such paper to-day.

Among the youngest of the New York special agents, the firm of Smith and Thompson stand conspicuous for success; and they make it a boast that they do not, and will not, represent a paper that will not or does not make a practice of being square and above board with advertisers, by allowing the actual extent of its circulation to be made known in a way that is open, definite, convincing and satisfactory.

GOOD ADVICE.

General Taylor, publisher of the *Boston Globe*, has been singularly successful in teaching the principles of publishing and editing to various young men, among his post graduates being his own sons, who now largely direct the *Globe's* affairs. Somewhere up in New Hampshire the General has a pupil whom he is starting at the very beginning of publishing, as the editor and proprietor of a country weekly. The article about the Red Bank, N. J., *Register* in PRINTERS' INK of January 25 impressed General Taylor so favorably as a clean-cut account of the principles underlying a successful country weekly that he cut it out and sent it to his pupil, with a suggestion that he take a week off, visit Red Bank, become acquainted with Mr. Cook, publisher of the *Register*, and stay in his office until he thought he knew why the *Register* is so fine a property in its class.

PIANO ADVERTISING.

The Kranich & Bach piano is now to be advertised in a comprehensive list of magazines. The advertising of Kranich & Bach, which is handled by the George Ethridge Company, 33 Union Square, New York City, has been a strong, familiar feature in the New York newspapers for several years, but their instruments have never before been placed before the general public through mediums of national circulation. This old, conservative and successful house will be a welcome addition to the roster of general advertisers.

THE PHILADELPHIA "ITEM."

A fine booklet from the Philadelphia *Evening Item* contains views of that paper's mechanical plant, letters from its advertisers and a great deal of statistical information showing the importance of Philadelphia to the advertiser. Harrington Fitzgerald, publisher of the *Item*, is characteristically optimistic about the business situation. "The outlook for 1905 is splendid," he says. "On every side we see progressive evidence of greater and far-reaching trade conditions, while the stock market has reached a normal and healthy state, with a decided upward tendency in all legitimate holdings. The banks are overflowing with money, ready to be loaned on fair terms for business purposes. The crops are good at home, and Europe needs them, which means that the golden channel will continue to flow toward America, increasing our greatness and power. We have the respect and confidence of the whole world. Although a giant nation, we are broad-gauged—there never was anything mean or narrow about the people of the United States, and there never will be. This is because we are made up of the brains, courage and industry of all nations, inter-married, happy, contented and prosperous. Under such favorable conditions, how could there be anything but a bright outlook for 1905?"

THE *Star Monthly Solicitor*, a little magazine for advertisers, is published in the interest of the *Star Monthly*, Oak Park, Ill. Of a size to go into the vest pocket, it is filled with bright advertising suggestions, and consistently exploits the advantages of the monthly publication as a business-getter.

THE Vacuo-Static Carbon Co., Rochester, N. Y., makers of typewriter ribbons and carbon paper, has started a small business periodical devoted to its products, and offers \$25 for a suitable name therefore; to be submitted before March 1.

THE Philadelphia *Demokrat's* almanac for 1905 is a book of more than 100 pages, handsomely printed, containing much information about the city and many fine illustrations from German sources, accompanying stories, poetry, jokes, etc. Only a moderate quantity of local advertising is carried, and the book is clearly made for service, not for "scheme" purposes.

MARK TWAIN has always been more or less susceptible to advertising, in addition to his well-known ability as a writer of advertising testimonials. The other day he walked into the Aeolian Company's salesrooms on Fifth avenue, New York, with a Pianola advertisement in his hand. Coming across the Atlantic recently, he said, a Pianola on board the liner had driven him nearly frantic, and with several friends he had made a pact that whatever they bought or boomed, it would never be a Pianola. But the instrument's virtues presented to him in the form of a magazine advertisement, showing its capacities in the rendition of classic music, put it in a wholly new light. He forgot the pact and hurried uptown with the ad to hear the Pianola played as it should be played. The salesman also played the Orchestrelle for the novelist, with the result that before he left Aeolian Hall he bought, not a \$250 Pianola, but an Orchestrelle at \$3,500.

SOME advertisers bend every effort to attract attention. Others consider it most important to hold the reader after attention has been secured. Wisest of all, perhaps, are those who have first in mind the impression that will remain with the reader after the ad has been laid aside.

A FINE booklet from the *Evening Wisconsin*, Milwaukee, contains the story of that paper's job printing department, which is among the best advertising presses in the country. The *Wisconsin's* job department dates from 1855, when Milwaukee had only 500 inhabitants. Beer made Milwaukee famous, but not without printing. The *Wisconsin* did a good deal of the printing. Only about four of the leading metropolitan newspapers in this country now have job printing departments, according to this booklet. The *Wisconsin* is one of these, and has a plant that ranks with the largest in the United States.

THAT shrewd journal of advertising science, PRINTERS' INK, affirms that "a class journal often has a greater number of readers of the sort the advertiser wishes to appeal to than the daily paper with a hundred times its circulation." Book publishers and book journals alike address a book public. The people who read book journals are the ones who buy books. Daily papers and miscellaneous journals have miscellaneous readers, some of whom are bookish people. All the readers of a book journal are bookish people. The *Dial* is preeminently a book journal, published solely in the interests of the book class—the literary and cultivated class. A quarter-century's continuous publication under the same management speaks for the *Dial's* stability and success. It has long held place at the head of American critical journals,—"the most unbiased, good-humored, and sensible organ of American criticism," as Professor Barrett Wendell of Harvard University says of it in his "Literary History of America."—*Advertisement of the Dial, Chicago.*

THE Brooklyn *Eagle* now issues a daily picture section, printed on fine coated paper, with pictures of persons and places reflected in the day's news. The half-tone work is excellent, and the feature has been extensively advertised in Manhattan dailies.

THE INDIANAPOLIS "STAR."

That the Indianapolis *Star* is prospering under its new management was shown recently in an array of letters and opinions from prominent persons in that city, commending the editorials, the cleanliness and vigorous tone of the paper, its fairness and its complete news service. While the *Star* now has a colored supplement and other features that make for popular circulation, the general tendency is to make it a solid paper of real literary finish. This gives it, naturally, a fine following for advertisers of the solid things of life—books, real estate, financial propositions of the best class, etc.

THE company making "Plasman," a special food derived from milk and widely advertised during the past two years, has been forced into bankruptcy by creditors' petition. Failure was due to lack of harmony among its officers. The offices were at 116 Broad street, New York, and the concern had a large plant in Westchester County. More than \$150,000 was spent in advertising, it is said.

THE *Star*, St. John, N. B., has adopted the little aluminum pocket-piece recently described in PRINTERS' INK, which originated with the Toronto *Star*. Designed to promote classified business, it bears on one side the sentence, "Finders keepers—keep this until you lose something, then bring it to the office of the *Star*—it will pay for a three-line advertisement in the 'Lost and Found' column." On the other side is, "You lose something every day unless you read and advertise in the St. John *Star*."

\$50 CASH PRIZE FOR A NAME.

A prominent distiller, about to market a new rye whisky, offers \$50.00 to any one suggesting the best name for this brand. Address DISTILLER, care of Charles J. Zingg, Editor,

"PRINTERS' INK,"

10 Spruce Street,

New York.

THE *Agriculturist*, Racine, Wis., makes an effective miniature circulation folder by reproducing that part of the Roll of Honor containing its circulation rating and printing it in connection with an editorial from PRINTERS' INK, explaining the select character of the papers listed therein.

"BARRING horse trades, stock deals and newspaper circulation, the average man's word is as good as his oath," says a folder from the *Philadelphia Press*. This daily announces that its average circulation for the year ending with November 30 was 113,589, all unsold and returned copies being deducted.

A NEW special agency in the New York field is the Cashman-Montgomery Company, 132 Nassau street, composed of Hugh W. Montgomery, lately with the *Philadelphia Record*, and Joseph Cashman, who was the *Record's* foreign representative for two years. Offices have also been opened in Chicago, and the agency begins business as Western representative of the New York *World*.

A MODEL brochure for municipal advertising purposes is sent out by the Citizens' Alliance of Joliet, Ill. Designed to attract manufacturers, this organization make prominent the fact that it exists to maintain industrial peace in its city. Views of Joliet are shown, and brief chapters devoted to its railroads, street car service, fuel, building material, light, water power, banks, churches, charities, schools, parks, present industries and good points generally. Under the heading of "Labor" is estimated the number of mechanics of every sort in the city. A large map shows the city's relation to Chicago and trunk railroads. The volume was prepared by the Long-Critchfield Corporation, Chicago. A less pretentious book in details of printing and illustration is a pamphlet issued by the Advertising Committee of Oxford, Pa. But it, too, gives complete information about the town, and is commendable on the score of hard advertising value.

CHICAGO SPACE CLUB.

The Space Club, of Chicago, has issued a pocket brochure entitled "An Evening with the Space Club," containing a list of members and guests at the recent annual dinner, with a resumé of a talk by John McCutcheon, the *Chicago Tribune's* cartoonist, as well as an outline of the club's purpose and present status. The Space Club's membership is composed of trade journal advertising men and publishers, for the most part, and they represent advertising that annually aggregates more than \$5,000,000. It has done much to eliminate the commission that representatives of trade papers were formerly obliged to pay to advertising managers, and has dignified the work of soliciting. The present officers of the club are: Lucius B. Sherman, *Railroad Gazette*, president; Lewis S. Louer, *Engineering Record*, vice-president; Lester A. Greene, *Mining and Scientific Press*, secretary; John N. Reynolds, *Railway Age*, treasurer. Its membership is as follows:

Resident Members: H. B. Abbott, *Street Railway Journal*; Frank M. Bailey, *Sound Waves*; E. M. Baumgartner, *Construction News*; W. D. Challers, *Engineering and Mining Journal*; Chas. Dinmore, *Official Railway Equipment Register*; W. A. Douglas, *Iron Age*; Delmer J. Eichoff, *American Lumberman*; Lester A. Greene, *Mining and Scientific Press*; Geo. H. Griffiths, *Iron Trade Review*; J. W. Holman, *Mining World*; Arthur E. Hooven, *Railroad Gazette*; S. W. Hume, *Power*; C. P. Lampman, *American Electrician*; F. B. Lawson, *Locomotive Engineering*; Lewis S. Louer, *Engineering Record*; T. W. McGill, *Lumber Review*; Wm. E. Magraw, *Official Railway List*; H. H. Marsh, *Engineering News*; E. S. Marshall, *Electrical Review*; C. R. Mills, *Railway Age*; Harry S. Newman, *Modern Machinery*; Wm. Padgett, *Street Railway Review*; S. S. Reckefus, *Plumbers' Trade Journal*; J. N. Reynolds, *Railway Age*; H. H. Roberts, *Iron Age*; M. C. Robbins, *Engineering News*; L. B. Sherman, *Railroad Gazette*; W. H. Taylor, *Engineer Publishing Co.*, and Wm. Van Kleeck, *Modern Machinery*. Associate Members: Charles H. Fry, *Railroad Gazette*; A. B. Gilbert, *Railway Age*; F. W. Lane, *Railway Age*; L. H. Lozier, *Railway Age*, and R. R. Shuman, *Iron Age*. Non-Resident Members: R. A. Bagnall, *Official Railway List*, N. Y.; J. S. Bonsall, *American Engineering and Railway Journal*, N. Y.; F. J. Frank, *Mines and Minerals*, Scranton, Pa.; W. H. McDough, *American Telephone Journal*, N. Y.; J. R. Patterson, *Locomotive Engineering*, N. Y.; G. S. Scott, *Mining World*, N. Y.; E. R. Shaw, *Engineer Publishing Co.*, Buffalo, N. Y.; Angus Sinclair, *Locomotive Engineering*, N. Y.; Daniel L. Tullia, *American Exporter*, N. Y. Honorary Member: J. H. McGraw, McGraw Publishing Co., N. Y.

PRINTERS' INK

SUBSCRIPTION RATES

For Subscribers, Newsdealers, Stationers,
Canvassers, Advertising Agents and others.

\$2.00 regular price.

\$2.00 less 40 per cent. to newsdealers and stationers.

\$5.00 for four yearly subscriptions sent (by anybody) at one time (club rate), or one subscription for four years.

\$5.00 must be sent by every person who wishes to qualify as a canvasser, and four coupons will be sent to him.

A qualified canvasser sending a repeat order within three months of the date of his last order may have five coupons for \$5.

Anybody sending in \$20 at one time may have twenty coupons, and may do what he likes with them.

Any number of coupons greater than twenty may be had for \$1 apiece.

NOTE—SAMPLE COUPON HERE SHOWN.



For further information, address

CHAS. J. ZINGG, - - Business Manager
Printers' Ink Publishing Company,
10 SPRUOE STREET (up stairs), NEW YORK.

NOTES.

AN excellent series of mailing cards from the Maverick-Clarke Co., San Antonio, Texas, contains one-minute talks for business men on card systems, filing cabinets, and office time-savers generally.

AN exceptionally handsome booklet, with borders in harmonious color combinations outlines contents of forthcoming numbers of *Good Housekeeping*, Springfield, Mass.

A NEW series of newspaper electrotypes for retailers, together with window suggestions and other advertising hints, is issued for the Sargent Gem Food Choppers, made by Sargent & Co., New York City.

A MAILING card sent to yachtsmen by the Edson Mfg. Co., Boston, contains interesting information, for the German Emperor has installed this company's Meteor gears on two of his yachts. The display is not tasteful, however—too black.

THE boys' department of the Minneapolis Y. M. C. A. is shown up in an unusual and attractive manner by a series of views of summer and winter sports, classes, baths, etc. One page of reading matter alone is introduced, and that merely gives rates.

A MAGNIFICENTLY printed booklet containing a monograph on "Decorative Interiors" has been sent to persons in the United States by Waring & Gillow, Ltd., London. It describes the furniture and fittings in the company's St. Louis exhibits, which are being sold in this country.

A MAILING card with a reply slip that needs only a one-cent stamp is sent out by the Philadelphia Electric Co., Philadelphia, to interest owners of power plants. The illustration, showing horses, tends somewhat to obscure the real mission of the novelty, as the chief appeal seems to be to horse owners.

THE annual catalogue of the excellent Peirce Business School, Philadelphia, is a volume of 144 pages, conspicuous for dignified style and good arrangement. A list of students for 1903-4 is given, comprising nearly 2,000 names, together with an address by Secretary Shaw. The Peirce school is now in its fortieth year.

Advertisements.

ALL advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

ADVERTISING writer, graduate of ad school, is open for position. WILSON, Printers' Ink.

I WANT unbound back copies of **PRINTERS' INK**. Any year. R. F. MARKHAM, St. John, N. B., Canada.

WANTED TO BUY—Angle Bar Duplex press for cash. NEWS-PALLADIUM CO., Benton Harbor, Mich.

WANTED—Mail-order men to own their own magazine. Address PENNY MONTHLY CO., Youngstown, Ohio.

WANTS cease to be wants after one insertion in the **EVENING SENTINEL**, Winston-Salem, N. C. One cent word cash.

WANTED—Manufacturers' agents to handle our line of advertising novelties. ST. LOUIS BUTON CO., St. Louis, Mo.

ARE you in a rut? You can earn \$25 to \$100 per week if you learn to write ads. PAGE-DAVIS CO., Dept. 23, 90 Wauash Ave., Chicago.

MORE than 247,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

PAGE-DAVIS GRADUATE offers honest work and ability in building Advertisements. BERT MOREHOUSE, Box 908, Providence, R. I.

U. S. NAVY VIEWS. No other fancy pictures so striking and effective. Reasonable prices. WALDON FAWCETT, Washington, D. C.

WANTED—A live advertising man to look after our interests in Pennsylvania—one who appreciates reliable and up-to-date methods. Address "F. S.," Printers' Ink.

WANTED—Second-hand 15 or 30-drawer cut cabinet, Hamilton preferred. Must be in good condition. State lowest price. WARREN WEBSTER & CO., Camden, N. J.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EXCHANGE, 263 Main St., Springfield, Mass.

WANTED—Two linotype machines; must be in good condition. Address, giving factory number of each machine and lowest cash price, W. E. DARGIE, Oakland, California.

CONCERNING TYPE—A Cyclopaedia of Every-day Information for the Non-Printer Advertising Man; get "typeset" 64 p., 30c. postpaid; agents wanted. A. S. CARNELL, 150 Nassau St., N. Y.

EVERY ADVERTISER and mail-order dealer should read **THE WESTERN MONTHLY**, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. **THE WESTERN MONTHLY**, 516 Grand Ave., Kansas City, Mo.

ADVERTISING men can find new ideas for typography and display in every issue of **THE PRINTING ART**. Sample copy of this 50 cent magazine sent on receipt of 25 cents in stamps. If *Printers' Ink* is mentioned. **THE UNIVERSITY PRESS**, Cambridge, Mass.

WANTED—The advertiser whose line lies with printers and publishers principally, and business houses generally, can handle more business and is open to propositions of any kind. Would act as agent or representative in Philadelphia and vicinity. What have you to offer? Address "BUSINESS GETTER," Lasher Building, 10th (below Race) St., Phila., Pa.

WANTED—A position by a young man who has the right qualities to make a first class advertiser; a person who has made advertising and salesmanship a study; a clean-cut, healthy person of sound judgment; a person who can advance the interests of any employer by his manly, straightforward, honest ability. Address R. D. CASSMORE, Alma, Mich.

ENERGETIC, prepossessing, resourceful, well-educated man of 37 wants advertising position where brains and hustle can reap their reward. Several years' experience in advertising propositions—this country and abroad. Creditable open record. Now employed as advertising writer and correspondent. Special knack for terse captions, strong letters, illustrations, etc. "AMBITIOUS," Box 672, N. Y.

YOUNG MEN AND WOMEN of ability who seek positions as advertisers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

OPPORTUNITIES FOR ADVANCEMENT—

Without danger to your present connections we assure you of consideration for every position you are competent to fill, no matter where located. Our booklets tell how we can bring your ability to the attention of hundreds of employers who need high grade men for Executive, Clerical Technical and Salesman positions paying from \$1,000 to \$5,000 a year. Offices in 19 cities. HAFBROODS (INC.) BRAIN BROKERS, Suite 512, 309 Broadway, New York.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$20 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 1467 Temple Court, New York.

WANTED—A HUSTLER.

In 1903 the proprietors of a successful daily and weekly newspaper in a Michigan city of 15,000 started a monthly agricultural magazine devoted to farming and sugar beets. It has paid us a profit every month since. It is the official paper of the largest beet sugar factory in Michigan and official organ of a leading agricultural society. It has grown too big for us to handle, with our daily newspaper. Yet the farm paper is a rich opportunity in itself. We'll demonstrate its ability to earn more than \$200 a month for a good man. Then we'll sell, lease or give a working interest to the best man we find. If you are an advertising man with character, much hustle and some money, with a nose for a paying proposition, write for particulars, telling us about yourself. Address "INCORPORATED," care Printers' Ink.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©). 253 Broadway, New York.

CARBON PAPER.

IN ONE MINUTE AND A HALF

you can read our little treatise on carbon paper, and learn more about the subject than you ever knew before. It will pay any user to send for it free. CLARK & ZUGALLA, 100 Gold Street, New York.

SPECIALIZED PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©). 253 Broadway, New York.

CARD INDEX SUPPLIES.

THAT'S all we make. Our prices are right. Sample sets and prices upon request. **STANDARD INDEX CARD COMPANY.** Rittenhouse Bldg., Phila.

POSTAL CARDS.

PRICES and samples of post cards. Write **STANDARD, 61 Ann Street, N. Y.**

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, etching, lithographing, art printing. **THE KINSLEY STUDIO, 245 B'way, N. Y.**

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 35¢ issue now ready. **B. F. MYERS CO., 40 W. 45-55 Maiden Lane, N. Y.**

PRINTING.

PRINTING at reasonable prices. **MERIT PRESS, Bethlehem, Pa.**

WE CAN PLEASE YOU. Highest grade printing for the advertiser. Write to **THOMSON PRINT, Philadelphia, Pa.**

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascares boxes and five million valentine boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOPPER COMPANY,
11 Verona Street, New York.

Brooklyn. The largest maker of Tin Boxes outside of the Trust.

FOR SALE.

FOR SALE—One Hoe-Bullock 8-page perfecting press; size 23½; 6, 7 or 8 columns; speed 12,000 per hour. Also eight form trucks and chases and complete stereotyping outfit. All in good condition. Bargain price and liberal terms. **THE TRIBUNE PUBLISHING CO., Terre Haute, Indiana.**

FOR SALE.—Independent daily paper in city of 15,000, east central Michigan. with Cox Duplex Press and Mergenthaler, for \$18,000, \$10,000 down. Splendid property in prosperous part of the State. Circulation 3,750. Proposition No. 27. **B. J. KINGSTON, Newspaper Broker, Jackson, Mich.**

FOR SALE—Complete outfit for country newspaper and jobbing plant. One large Howe press and two smaller Chandler & Price presses, with motive power connections. Paper cutter and other miscellaneous stock necessary for newspaper and job work. Everything in A1 condition. Will be sold at an attractive bargain, particularly if entire outfit is taken. Address **J. J. THOMAS, Receiver, Lock Box 376, Glenville, O.**

PAPER.

BASSETT & SUTPHIN,
45 Beekman St., New York City.
Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

CEDAR CHESTS.

MOTH-PROOF Cedar Chests—Made of fragrant Southern red cedar and absolutely proof against moths. Prices low. Send for booklet. **PIEDMONT FURNITURE CO., Statesville, N. C.**

SUPPLIES.

USE "Reliance" absorbent paper on your mimeograph. INK dries quick as a wink; never smudges. Get samples and prices from FINK & SON, Printers, 4th, near Chestnut, Philadelphia.

W. D. WILSON PRINTING INK CO., limited of 17 Spruce St., New York, sell more magazine cut ink than any other ink house in the trade. Special prices to cash buyers.

PUBLISHERS, Manufacturers, Paperhangers, Billposters—everybody that uses paste is learning the advantages of using Bernard's Cold Water Paste. Sample package by mail to any interested person. BERNARD'S AGENCY, Tribune Building, Chicago.

DOXINE—A non-explosive, non-burning substitute for kerosene and gasoline. Doxine retards and improves the suction rollers. It will not rust metal or hurt the hands. Recommended by the best printers for cleaning and protection of half-tones. For sale by the trade and manufactured by the DOXO MAN'G CO., Clinton, Ia.

MULTI-PRESS FOR SALE.

FOR SALE, at a sacrifice, a Campbell Multi-Press, capable of printing, pasting, cutting and folding 3,000 complete copies per hour of a 4, 6, or 8-page paper. Practically as good as new. Just the press for a large, lively weekly, or any daily with a circulation up to 3,000. Prints from a roll. Now in use and may be seen running. Possession given on or about May 1st. Will sell at the sacrifice price of \$1,500. Also For Sale, cheap—must be sold at once—a Cottrell & Babcock Drum Cylinder Air Spring Press. In excellent condition. Will print a full sheet 30x9. Price \$300. A bargain in a newspaper job office. Address **ITHACA JOURNAL, Ithaca, N. Y.**

FINANCIAL.

MONEY WANTED—Send 10 cents in stamps for illuminated copy of Monroe Doctrine, 12x16 in., five colors and gold on Japanese parchment. Selling out our famous series of three-color Dutch Blotters at \$7 a thousand (imprinting ad \$1 per 1,000 extra); sample set of six, 10c.; 5,000 Letter Heads, 2 colors of ink, first-class bond paper, \$12.50. Samples on request.

CENTRAL PRINTING CO.,
14 West Pearl Street, Indianapolis, Ind.

HOUSE-TO-HOUSE DISTRIBUTION.

DISTRIBUTION of advertising matter from house to house is our sole business. Established 1901. Write for rates, references and also any information desired. Address

WALDEN DISTRIBUTING AGENCY,
Box 1412, Salt Lake City, Utah.

ADVERTISERS selling through the trade and mail-order firms can secure prompt and satisfactory returns through my National Distributing Service, which guarantees an honest, judicious, house-to-house distribution of advertising matter anywhere in the United States.

My distributors are bonded and make this work their exclusive business. No boys. Write for particulars.

WILL A. MOLTON,
National Advertising Distributor,
Main Office, 449 St. Clair St.,
Cleveland, O.

ADDRESSES FOR SALE.

LIST of voters, about 4,000 names. Barnes County, North Dakota. Farmers are listed separately. Post Office address given. Sent prepaid for \$3.50. ED. CONNOR, Valley City, N. D.

25,000 NEW names and addresses of the leading merchants and professional men and women, doing business now, in Colorado, Wyoming and New Mexico, prepaid to any address for \$1.50 per 1,000. MERCHANTS' PRINTERY, Box 51, Colorado Springs, Colo.

PUBLISHING BUSINESS OPPORTUNITIES.

IN a good field

Get a good foundation.

Make a first-class paper,

And push.

That's the formula

For making a fortune.

In Periodical Publications.

We have the foundations

And first-class facilities

For judging of the fields—

From \$2,000 to \$2,000,000.

EMERSON P. HARRIS,

Broker in

Publishing Property.

253 Broadway,

New York.

ELECTROTYPES.

WE make the electrotypes for **PRINTERS' INK**. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. WEBSTER, CRAWFORD & CALDER, 45 Rose St., New York.

MAIL ORDER NOVELTIES.

WRITE to-day for free "Book of Specialties," an illustrated catalogue of latest imported and domestic novelties, watches, plated jewelry, cutlery and optical goods—wholesale only. SINGER BROS., 82 Bowery, N. Y.

HALF-TONES.

NEWSPAPER HALF-TONES.

\$2x3, 75c.; 5x4, \$1; 4x5, \$1.50.

Delivered when cash accompanies the order.

Send for samples.

KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line reproductions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 815, Philadelphia, Pa.

IMITATION TYPEWRITTEN LETTERS.

IMITATION Typewritten Letters of the highest grade. We furnish ribbon, matching ink, free. Samples for stamp. SMITH PTC. CO., 812 Broadway, Toledo, Ohio.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (C.O.). 253 Broadway, New York.

MAIL ORDER.

MAIL-ORDER ADVERTISERS—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the hands of any desired class. OUR DISTRIBUTORS' DIRECTORY will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited. NATIONAL ADVERTISING CO., 700 Oakland Bank Building, Chicago.

ADVERTISING NOVELTIES.

AGENTS wanted to sell ad novelties; 25¢ com 3 samples, 10¢ J. C. KENYON, Owego, N. Y.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

PREMIUMS OR CONVENTION SOUVENIRS, made from nails. They're attractive, substantial and cheap. Sample, a World's Fair souvenir, 10¢.

WICK HATHAWAY'S CORN, Box 10, Madison, O.

Color Barometers. The latest novelty. Can be mailed in 6¢ envelope, penny postage. \$25 per 1,000, including imprint. Send 10¢ for sample. FINK & SON, 5th, above Chestnut, Philadelphia.

COIN CARDS.

10¢, \$18, any printing. Samples free. KING KOIN KARRIER, Beverly, Mass.

25¢ PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

1,000 for \$3. 10,000, \$20. Any printing. Acme Coin Mailer Co., Ft. Madison, Ia.

ADVERTISING MEDIA.

10 CENTS per line for advertising in THE JUNIOR, Bethlehem, Pa.

WANT ADS, 5c. line; min. 15c.; guar. cir. 2,100. THE EVENING BEE, Danville, Va.

ADVERTISERS' GUIDE, Newmarket, N. J. A postal card request will bring sample copy.

10 TO 25 years, "25 Business Bringers," THE RELIGIOUS PRESS ASS'N, Phila., Pa.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©9). 233 Broadway, New York.

THE EVANGEL. Scranton, Pa. Thirteenth year; 20c. a copy.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE PRINTING ART reaches the better class of printers, publishers and advertising people. Write for rates and information. THE UNIVERSITY PRESS, Cambridge, Mass.

WHAT the Ladies' Home Journal is to the nation the RECORD is to Troy and Central Miami County, Ohio. Only daily. Carries same high-grade advertising. None questionable of any sort accepted. Send for sample copy.

CRABTREE'S CHATTANOOGA PRESS, Chattanooga, Tenn., 50,000 circulation guaranteed, proven; 300,000 readers. Best medium South for mail-order and general advertising. Rate, 15 cents a line for keyed ads. No proof, no pay.

LIST OF SUMMER PARKS. Advertisers who wish to reach all the SUMMER AMUSEMENT PARKS should subscribe for THE BILLBOARD. It publishes the only complete list. Three months' subscription for \$1. Address Box 845, Cincinnati, Ohio.

FAIR AND CONVENTION DATES. Advertisers who cover Agricultural and Street Fairs and Conventions and Celebrations of every description will find the only complete list of dates in THE BILLBOARD. Corrected every week. Send \$1 for three months' subscription. Box 845, Cincinnati, Ohio.

A PROSPEROUS CLASS OF PEOPLE—SOUTHEASTERN OHIO.

THE ZANESVILLE SIGNAL

is the only paper that reaches the prosperous and intelligent class of people living in Southeastern Ohio. This territory cannot be covered without the SIGNAL, because the big city papers reach in to a very limited extent. Here is a testimonial sent to *News-papermom* without our knowledge:

THE GRANT DRY GOODS Co., Dry Goods, Carpets, Zanesville, Ohio.

H. Craig Dare, Esq., N. Y.:

Dear Sir—Replying to your favor with reference to the Zanesville SIGNAL as an advertising medium, would state that our experience is very satisfactory. It brings business and is read by a large number of people contiguous to this neighborhood. The publisher is wide-awake and keeps pushing for all the business he can get. Yours truly,

THE GRANT DRY GOODS Co.

The Zanesville SIGNAL produces splendid results for advertisers. Circulation, guaranteed, exceeding 5,000. Rate, 14 cents an inch, flat.

THE ZANESVILLE SIGNAL,

James R. Alexander, Publisher, Zanesville, Ohio.

PRINTERS' JOURNALS.

NO business man or advertising writer can afford to be without THE PRINTING ART. It is suggestive, helpful and valuable, as well as handsome. Finest printed magazine in the world. A sample sent for half price (25 cents), if *Printers' Ink* is mentioned. THE UNIVERSITY PRESS, Cambridge, Mass.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. WALLACE & CO., 29 Murray St., New York; 1310 Pontiac Bldg., 358 Dearborn St., Chicago, Ill.

THE STANDARD AUTO ADDRESSER is a high speed addressing machine, run by motor or foot power. System embodies card index idea. Prints visibly; perforated card used; errors impossible; operation simple. Correspondence solicited.

B. F. JOLINE & CO., 123 Liberty St., New York.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©9). 233 Broadway, New York.

"REAL ESTATE," Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners; \$1 a year; names of buyers each month.

PRINTERS.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodgo cut catalogue.

WE print catalogues, booklets, circulars, advertisement—all kinds. Write for prices. THE BLAIR Ptg. CO., 514 Main St., Cincinnati, O.

GOOD PRINTING—500 envelopes, \$1.50; 1,000 for \$2.00. Other printing, same rate. SUN PUB. CO., Paulsboro, N. J.

SURE!—100 Note Heads, 100 Envelopes, 100 Business Cards (letter two colors), prepaid for \$25. Typewritten Circular Letters. ADVANCE PRINTING CO., Bourbon, Ind.

PUBLISHERS.

TO PUBLISHERS AND ADVERTISING AGENTS

WE ARE CONTINUALLY IN THE MARKET FOR STOCKS. PUBLISHERS WHO HAVE TAKEN ANY STOCKS IN EXCHANGE FOR ADVERTISING SPACE, WRITE US. MARK T. LEONARD & CO., BROTHERS, 1001-108 LA SALLE ST., CHICAGO, ILL.

ADVERTISEMENT CONSTRUCTORS.

FRED W. KENNEDY, 171 Washington St., Chicago, writes advertising—your way—his way.

NEW CUTS and advertising copy for your line are cheap enough by our method. ART LEAGUE, New York.

"A" writing, illustrating. Ask about my special mailing card service. M. F. LEVINE, 6127 Aberdeen St., Chicago.

ADVT. WRITING—nothing more. Been at it 14 years.

JED SCARBORO, 557a Halsey St., Brooklyn, N. Y.

HENRY FERRIS, his (H) mark Advertising Writer and Adviser, Drexel Building, Philadelphia, 637 Temple Court, New York.

GAS RANGE ADWRITER.
 Sample ad in **PRINTERS' INK** Feb. 3, page 61.
 I write for Gas Companies only. Tell me your needs. No postals.
HARRY C. BARD, Oneonta, N. Y.

PRINTING

Of every description, the way it should be done. Mailing slips, price lists, circulars, booklets and business announcements of all kinds a specialty. A new job and a fair price always guaranteed. Try us if you want to be pleased.

PRINTERS' INK PRESS,
 45 Rose Street, New York, N. Y.

H. K. STROUD, IDEAIST.

Booklets Written and Advertising
 Ideas Evolved at Reasonable Rates.
 Write for Sample to

2421 N. 20th St., Phila., Pa.

SIX "NEVERS."
S The man who places first cost ahead of the selling power gained from pertinent originality and attractive novelty.

NEVER EMPLOYS ME.

The man who regards advertising as a mere item of his Expense Account to be kept down, and not as a systematic, painstaking effort to buy notice for his wares.

NEVER EMPLOYS ME.

The man content to turn his work over to the lowest bidder, and who is chiefly interested in being certain that he has reached the very lowest bidder.

NEVER EMPLOYS ME.

The man who has not a strong belief—yes, a very strong belief—that it will pay him to have his advertising ventures so individual and attractive as to secure their being carefully kept and constantly talked about.

NEVER EMPLOYS ME.

The man who is satisfied with Commercial Literature not a whit better than his competitors have been and are now sending out—that is to say, the man who cannot see any pecuniary advantage in being a class by himself—

NEVER EMPLOYS ME.

The man who cannot, or will not, see that he incessantly needs fresh opportunities to sell his goods before their sale can increase, and then does not feel drawn to secure such opportunities by buying and paying for them.

NEVER EMPLOYS ME.

In addition to the above "Confessions," I make Catalogues, Booklets, Price Lists, Folders, Circulars, Mailing Cards and Slips, Circular Letters (of the latter often a series), Newspaper, Magazine and Trade Journal Advertising, Street-Car Cards—in short, Commercial Literature in all of its many possibilities.

I make all of these things without one atom of reverence for "ruts" stereotyped methods, or even for the way other people usually make them, and I have moreover a strong aversion to so-called "funny" (?) advertising.
 No. 888 **FRANCIS I. MAULE, 402 Sansom St., Phila.**

BOOKS.

PATENTS THAT PROTECT—72 p. book mailed free. **R. S. & A. B. LACEY, Patent and Trade-Mark Experts, Washington, D. C.**
 Established 1869.

Advertising Agencies.

Advertisements under this head, two lines or more 30 cents a line. Must be handed in one week in advance. Display type may be used if desired.

CALIFORNIA.

GOLDEN GATE ADVERTISING CO., 3400-3402
 Sixteenth St., San Francisco, Cal.

CURTIS-NEWHALL CO., Los Angeles, Cal. Established 1895. Largest and best managed advertising agency on Pacific Coast. Write us.

BARNHART AND SWASEY, San Francisco—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

HAWAII.

PIONEER ADVERTISING CO., Honolulu—Cosmopolitan population makes our six years' experience valuable. Newspapers, billboards, walls, distributing, mailing lists.

NEW JERSEY.

MAIL order advertising a specialty. **THE STANLEY DAY AGENCY, Newmarket, N. J.**

NEW YORK.

O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical journal advertising exclusively.

DOREMUS & CO., Advertising Agents, 44 Broad St., N. Y. Private wires, Boston, Phila. etc.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

PENNSYLVANIA.

THE H. I. IRELAND ADVERTISING AGENCY, (Established 1890),
 925 Chestnut Street, Philadelphia.

CANADA.

DEVELOP this advertising field. It is most inviting. We can advise as to mediums. **BARATS ADVERTISING AGENCY, Ltd., Montreal.**

THERE'S ONLY ONE

There's only one "Letter Shop."
 There's only one Franklyn Hobbs,
 That's Franklyn Hobbs, Himself,
 Composer and Editor of Advertising Letters

AND HE'S STILL

At the "Letter Shop"
 In the Caxton Block, Chicago.

Every Friday Morning the Door is Opened in 26,782 Homes

To those who use the advertising columns of **The Catholic Universe**, which is the only Catholic medium printed and published in the Cleveland Diocese.

It contains the **Official Diocesan News** for over 400,000 Catholic people.

It is read by all the Bishops and many of the clergy beyond the Diocese.

The Catholic Universe Publishing Company, - - Cleveland, O.

Views of the F. J. Cooper Advertising Agency, San Francisco, with reproductions of specimens of ads, are the basis of a large, attractive folder dealing with questions of service.

"Store Lighting" is a bulletin from the United Electric Light & Power Co., Baltimore, that gives something more than beautiful generalities about a well-lighted store's advertising value. In its pages are described different kinds of lights, particularly the new Nernst lamps, meridian arc lamps, etc., with directions how to go to work to light every type of store interior.

Russia exercises a strict supervision over patent medicines. The Chief of Administration of Press Matters recently issued an order prohibiting the advertising of a certain mouth-wash that does not describe its true nature. In future no permission will be granted for printing advertisements of the mouth-wash in question otherwise than in the following form: "Cosmetic means—for rinsing the mouth. Sold at—, Price—."

Tin and plated tableware articles of new design are shown on a series of neat mailing cards, sent weekly to retailers by the Rochester Stamping Co., Rochester, N. Y. A handsome piece of literature for dealers to distribute is a booklet of "Household Helps," containing a month's menus for housewives, enumerating dishes for each meal and indicating the ware that is appropriate to each.

ALBANY

is not in New York—that is, THIS Albany is not. This is a little city with a big boom. Growing rapidly. Splendid water power now being developed, and more than \$450,000 being spent this year in business blocks and industrial enterprises in this leading city in Southwest

GEORGIA

There is only one paper published in Albany or Dougherty county. Why? Because it covers the field and leaves no room for another. It is the only medium through which you can reach the prosperous people of this rapidly developing city and county. That paper is the

HERALD

Beautiful BOOKLET for the asking

THE CONFEDERATE VETERAN, S. A. CUNNINGHAM, Prop. NASHVILLE, - TENN.

has had the longest continued successful career of any monthly ever published in the Southern States.

The VETERAN has completed its twelfth year. The average each issue for the first six years was **13,240**, and for the six years ending with 1904, **19,917**. The VETERAN officially represents by authority The United Confederate Veterans, United Daughters of the Confederacy, Confederate Southern Memorial Association, United Sons of Confederate Veterans. The VETERAN is sustained by the leading citizens and their families in every Southern State, with cordial patronage from representative veterans of the Union Army.

Write for sample copies and advertising rates.

AN EXCEPTIONALLY

desirable class of buyers is reached by advertising in

The Weekly Live Stock Report

CHICAGO.

Write for Sample Copy and Rates.



WHO PAYS THE LOSSES?

A story came to my ears recently regarding a firm of printers who failed owing \$9,000.00 to an ink house for borrowed money, and a couple of thousand more for ink furnished. This same ink house once remarked "Our bad accounts don't worry us," so the only supposition left is that the customers who pay their bills help to carry the fellows who default. Every time you pay two dollars for an ink which I am glad to sell for one dollar, you are helping to pay for some delinquent who departed suddenly, leaving his creditors whistling for their money. My customers are compelled to pay in advance, but they are not taxed for the extras which are necessary in running a credit ink business. In eleven years I have lost about Fifty Dollars in bad checks, which is one of the reasons why I can sell the finest job inks in the world for One Dollar a pound. Send for my price list and resolve not to pay for the debts of others. When my goods are not found as represented, the money is refunded along with the transportation charges. Address,

PRINTERS INK JONSON,

17 Spruce Street,

NEW YORK.

Dziennik Narodowy

Always the leading and most popular
Polish daily newspaper in the United
States. Paid-up circulation **16,000.**
Our books are open for investigation.

Dziennik Narodowy, "The Polish National Daily."

PHILIP M. KSYCKI, Adv. Mgr. 98 West Division St., Chicago, Ill.

FOR THE GENERAL ADVERTISER.

A Double Ad-Service with No Additional Cost.

All our time and energy is devoted to the evolution of plans for our clients and to the preparation of drawings and copy. We do not "place" ads direct in any publication. We conduct complete campaigns but delegate the "placing" to our friends in the placing business—a number of leading agencies co-operate with us in this way.

The advertiser who employs our services gets the best work of the best art and copy departments that we have been able to gather together. He gets our personal attention; our advice and assistance all along the way—our time is not taken up by the innumerable petty details incident to the placing of advertising. In addition to this he gets the services of another agency—the one through which the placing is done.

This combined service of two strong, able organizations costs the advertiser not a cent more than he would pay for the service of one agency.

We would like to explain this matter in full to interested advertisers, also to furnish convincing object lessons exemplifying our ability to produce the highest grade of commercial art work in all its branches, as well as copy of equal merit.

THE GEORGE ETHRIDGE CO.,
33 Union Square, New York City.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

The amateur advertiser who sets about constructing an advertisement always gets just as far away from the actual facts in his illustration or his headlines as possible. This fact makes it fair to conclude that the person responsible for the Thomas Cook & Son advertisement reproduced here is a beginner, as crossing the ocean in a flying machine is about as far away from sense and reason as it is possible to get. Thomas Cook &

is worth the space it occupies is the black and white trademark at the extreme left that is called acetylene gas, and perhaps some people may remember that and it will thus do little good. The rest of the advertisement is ruined by



Some day the Atlantic may be crossed by Flying Machines. When they arrive, we'll have them; meantime the finest ships that sail the ocean are used for our

30 Tours to Europe

this season. Prices to meet the condition and desires of all—\$475 to \$1000. Illustrated booklets and all information yours for the asking. A postal will bring them.

If you're "Going It Alone" we await you with 123 Offices everywhere, manned by competent English-speaking men. Our travel tickets are the best, and as cheap as any while the services of our agents and interpreters all over the world, a most valuable aid to travellers, costs you nothing.

THOS. COOK & SON

New York Boston Philadelphia
 Chicago San Francisco etc.

ESTABLISHED 1841

No. 1

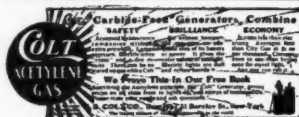
Son are supposed to be a very dignified and conservative concern, and it is a little surprising to see them indulging in flying machines. If this were a flying machine advertisement, however, such a cut would be appropriate, in which case it would be better to have an illustration like No. 2, occupying the full width of the space and possessing strength and clearness.

Here is a quarter page magazine advertisement of J. B. Colt Company, and the only thing in it that



No 2

the streaks of rays or whatever they are that run from the trademark all through the copy, thus blurring it and making it illegible. There is no excuse for these confusing streaks as they mean absolutely nothing. Probably who-



Colt Acetylene Gas

Carbide-Food Generator, Combine
 SAFETY ECONOMY
 BURNING
 We know this in our Free Book
 J. B. COLT CO. 111 Broadway, New York

ver is responsible for this had some kind of an idea, but what that idea is it is impossible to say. There seems to be a large number of persons who devote most of their time in inventing schemes

READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Mr. Geo. W. Townsend, of Taunton, Mass., has written some very good ads for the Staples Coal Company of that city, changing them weekly; and in his letter submitting clippings to this department he says, very truly, that "The average coal dealer simply advertises that he has coal to sell; he never makes any great effort to get his customers interested. But even the coal business, (bonanza that it is) can be improved; old customers made to stick and new ones captured by sensible, attractive advertising." The truth of the matter is that the average coal dealer, like the average of dealers in many other lines, thinks that his particular kind of business is less susceptible to good advertising than any other; and after running an ad of the business card variety for a year or two without change, he's sure that there's nothing in it. And of course there isn't anything worth mentioning, in that kind of advertising, for anybody but the newspaper publisher. The average publisher takes the average coal dealer's below-the-average copy and sticks it into the paper in the average way. He never takes the trouble to tell the dealer that his copy isn't right, partly because he, like the dealer, doesn't know how to make it any better; and largely because if he got the dealer sufficiently interested to write or buy good copy, he (the publisher) would have to change the ad two or three times a month, and that would be ruinous(?) even if the dealer got results that led him to use larger space.

Mind you, we're talking about "average" coal dealers and newspaper publishers. The other kind are demonstrating daily that advertising is a profitable proposition, even in the coal business.

Any publisher who has brains enough to make a paper worth advertising in, ought to have sense enough to see that it's up to him to advise his advertisers about their copy, when they need advice; to give them advice sometimes when they do not appreciate their need of it, and perhaps to help them in the preparation of their copy. Just as a matter of dollars and cents. The standing and influence of a paper can be judged quite as well by its ads as by its reading matter, and between two papers in the same town, the rankest outsider can generally tell by the ad columns alone which one is "it." But, getting back to the mines, Mr. Townsend's coal ads, like those printed by Homes, in the Brockton, Mass., *Enterprise*, talk coal from start to finish, and make no attempt to catch and hold the reader by means of alleged jokes or funny business of any kind. They take up a different point each time and cover it instead of trying to spread all over the subject in each ad. They are not remarkable for that brilliance which scintillates and dazzles and causes the reader to forget, in his admiration of the writer's skill that coal, plebian, unromantic coal, is the subject of the discourse. They're just chatty, interesting, easily assimilated talks well calculated to impress the reader that the Staples Coal people have got the goods and sufficient confidence to advertise them. Here are two of the ads, and Mr. Townsend is hereby invited to send more of them to this department from time to time, especially those in which prices are quoted.

THE EMPTY COAL-HOD.

When the man of the house discovers some fine morning that the coal-hod is nearly empty, and coal bin scraped clean, he will, if wise, call 'Phone 123-3 and order his particular coal. Unless there's a foot of snow on the ground, it will be delivered in his cellar in time for the good wife to cook dinner with.

This is what we meant by "Prompt Delivery." *For a Prescription Druggist, From the Arizona Republican, Phoenix, A. T.*

STAPLES COAL COMPANY,
Crocker Building.

A FULL COAL BIN.

There is nothing very poetical about a Coal Bin, nor highly artistic perhaps, but during a good cold snap, there is no article in the entire home outfit that contributes so much to your thorough comfort as a well filled Coal Bin. It is part of our business to make people comfortable in this respect. Our coal is all high grade, clean and there is no delay in delivering orders.

STAPLES COAL COMPANY,
'Phone 123-3. Crocker Building.

From the Binghamton, N. Y., Leader.

**Have the Picture
Framed at the
Art Store.**

You have no idea how a new frame will improve an old picture or how much better the picture you received for Christmas will appear with the proper mat and frame. We have the largest stock of mouldings, the most expert workmen and the most reasonable prices in the Southern Tier.

SMITH & BUMP,
78 Court St.,
Binghamton, N. Y.

These Martindale Ads, From the Philadelphia Bulletin Always Make One Hungry.

**Boston Brown
Bread**

Made in "Viv" Ovens just as it is made in the bake shops "down East," that's why it is moist and delicious, and why it stays so. Three times a day we place these big steaming loaves on our counters, and many a customer has bought one, carried it home, to find it almost as warm as when she purchased it. 10 cents the loaf is too little, we are told, for this big bunch of Yankee goodness.

**THOS. MARTINDALE &
COMPANY,**

Teas, Coffees and Groceries,
Tenth and Market.
Philadelphia, Pa.

Life

is often hanging in the balance when a physician writes a prescription. If the compounding is inaccurate, or if the drugs supplied are lacking in purity or strength, who shall answer for results? We recognize our responsibility in these matters. We regard every prescription as one requiring the utmost care as to accuracy, and demanding the highest grade of drugs that money will buy. Our ideal prescription service costs you nothing extra—we always strive to give the best of everything at prices that are absolutely fair.

GOODMAN'S
Prescription Pharmacy,
Cor. Washington and
Center Streets,
Phoenix, A. T.

Shows How an Ad of a Twenty-Three-Dollar Harness May Be Made Good and Strong, Without Even Hinting At a Mark Down From Fifty.

**The Best Single
Harness Ever
Sold Regularly
for \$23.**

First chance for several weeks to speak of it—couldn't catch up with orders. Enough now.

It is a single strap harness in two styles.

One for road, runabout, or light buggy service.

The other exclusively for sulky or one-man speedwagon use.

Both styles are of selected leather, made and finished with most expert skill; hand-making and hand-stitching throughout; mountings in two styles—genuine hard rubber throughout or with terrets, rein hook and shafting buckles of solid gilt with small buckles and rings of rubber.

We don't advertise this as a \$35 harness; but we have had plenty of horsemen tell us they have paid \$35 and \$40 for harness no better.

Hundreds of sets have already been sold, and never a horseman dissatisfied.

JOHN WANAMAKER,
Philadelphia, Pa.

THE GAINESVILLE "EAGLE"
Electric Print.

GAINESVILLE, GA., Feb. 14, 1905.

The Little Schoolmaster, New York, N. Y.:

GENTS—Find enclosed copy for the first quarter's ads of a local photo gallery, now running in our weekly. They are changed once a month. I am taking pains with all our advertisers as fast as I can get them to see that advertising pays only when it is "done with a point." Many valuable suggestions have come to me from the Little Schoolmaster. Yours very truly,

D. G. BICKERS.

Here's one of those publishers who have awakened to their responsibilities—who realize that their interests and the interests of their advertisers are mutual, so far as the advertising in their papers is concerned. In this case, the city editor isn't too busy or too dignified to inject a few red corpuscles into the life blood of his paper by paying a little attention to his advertisers. That's exactly what more and more papers, big and little, are going to do; but some of them are not going to do it until they have to, and those who do it first and best are going to get first and best rewards for their work. The time is coming when every advertiser who is not big enough to maintain an advertising department of his own will look to the publisher for that help which a publisher should be best able to give; in fact, will demand it, and get it. He may pay a little more for the space (in most cases he should), but if the publisher really makes an intelligent effort to assist him in filling it, the little more that he may pay will not count against the much more that he will get, and both the publisher and the advertiser will reap benefits out of all proportion to the additional cost. Not every paper can employ a professional advertiser, even sharing the expense with its advertisers, but it's a mighty poor paper that cannot give some bright member of its staff a few dollars extra per week to report the store news of its advertisers. This example of Mr. Bickers' work shows that even an editor may have a lot of good horse sense about advertising, and,

what is quite as important, know how to apply it.

THE FAMILY PHOTO ALBUM

Is always a source of interest to relatives when they come on a visit. It is, too, a matter of family history—telling in pictures what can't be told in words. The photograph of the baby, then the little girl, then the school group in which she is the center, then the social out-door picture of a picnic crowd, then her wedding picture—the story is there. For this family history you want pictures that will never fade. And you want artistic work and all the other requisites—not understood by the uninitiated but recognized, nevertheless, if they are missing. At White's Photo Studio every effort is made to make each piece of work turned out as good as skill and the best of modern methods can produce. Their reputation was made on this basis.

WHITE'S PHOTO STUDIO.

40 South Main Street,
Gainesville, Georgia.

*Taking Advantage of Current Events
in a Way that Will Appeal to the
Popular Prejudice Against Trusts.*

Frenzied
Financier
Watch Real Estate

It is the only paying investment the Standard Oil Gang cannot corner (Lots) and Insurance Companies cannot absorb.

WALKER & MOSBY,
Lynchburg, Va.

*Good Laundry Ad From Bangor, Me.,
Daily Commercial.*

"Rough Dry"
Sounds Harsh

but our "rough dry" laundry service hasn't a suggestion of harshness about it, except that it is terribly hard on dirt. It is mighty easy on the clothes; easy, too, for you to try and easy to pay for. We ought to be doing All your family wash this winter; why not let us begin now?

WHITE STAR LAUNDRY.

The Porter Parsons Co.,
18-20 Cross St.,
Bangor, Me.

*A Short but Strong One for a Plumber.
From the Bangor, Me., Daily Commercial.*

From Leaky Faucets

to the installation of the most elaborate plumbing appointments is quite a jump; yet we are fully prepared to cope with all the necessities in either case, or in any other case where careful and right plumbing work is wanted.

CARTER, ADAMS & CO.,
Heating and Plumbing Engineers,
54 State Street,
Bangor, Me.

*How an Enterprising Florist Makes
Good Use of Space in the Wash-
ton, Pa., Daily Reporter.*

All Next Week We Sell 50c. Cineraries at 25c.

These plants come with beautiful and vividly colored blooms and make especially nice window plants. We will also sell 35c. Primroses at 25c. These plants are the best winter house bloomers known. Our plants are just beginning to bloom now—they'll be blooming until Spring. Take advantage of these offers.

JOS. H. SEAMAN &
COMPANY,
60 S. Main St. Phone 104.
Washington, Pa.

*The Copying and Enlarging of Old
Pictures, is a Line That Seldom Gets
the Advertising Attention it Deserves.
This One is From the Montgomery,
Ala., Advertiser.*

Photographs

Numbers of people want copies and enlargements of old pictures but are afraid to trust them with agents.

We give more than satisfaction in reproducing old pictures, our customers tell us, and we ask any one wanting old pictures copied or enlarged to send them to us. Your pictures are safe and you will be pleased with results. We guarantee that. Also send us your Kodaks to develop and finish. You'll get something new? See our new styles in Artistic Photography.

CHAMBERS' STUDIO,
17 Dexter Ave.,
Montgomery, Ala.

*A Very Convincing Line of Talk Found
in the Norfolk, Va., Virginian-Pilot.*

To-day's Sale of Pretty Embroideries

Fifteen cents never purchased better embroideries, finer work and prettier patterns than those included in to-day's big sale.

But this is Our opinion. We want You to come here this morning at ten o'clock and judge them for yourself.

Cambric edges and insertions (and some of them are 8, 10 and 12 inches wide) that usually sell for 20c., 25c. and 29c. a yard. Splendid qualities and beautiful designs.

Fifty pieces—1,200 yards in all—to go on sale this morning at ten o'clock.
Fifteen cents a yard.

SIMCOE & TACKETT,
The Store That Lives Up To
Its Advertising.
346 Main Street,
Norfolk, Va.

*Of All the Dealers Who Sell "Marty"
Traps, Mighty Few Advertise Them as
Well as This.*

Very Catchy

This description applies not only to the prices on our French Rat and Mouse Traps, but also to the Traps themselves. No trap has ever been made that possesses such wonderful seductive qualities as does this ingenious invention of Mr. Henri Marty. As the "Marty" trap was invented, and is made, in France, it is commonly known as the "French" trap, and, although like other good things, it has been widely imitated, the genuine is still superior to the imitations. We have them and other kinds as well and the prices are as seductive as the goods.

Genuine "Marty" Rat Traps, 65c. Genuine "Marty" Mouse Traps, 35c.

We have a dozen other kinds of traps from five cents upwards.

THE JOHN E. BASSETT
& COMPANY,
574 Chapel St., 320 State St.
New Haven, Conn.

THE MINNEAPOLIS "JOURNAL."
The Great Daily of the Great Northwest.

MINNEAPOLIS, Feb. 18, 1905.
Mr. Charles J. Zingg, Manager PRINTERS' INK:

I have read the reproduction of the St. Paul *Globe* editorial of January 4th, on page 11, of PRINTERS' INK for February 8th, not paid for nor authorized by the St. Paul *Globe*, but, we are authoritatively informed, by a competitor. The action of said competitor can be better appreciated when it is understood that the table mentioned included a statement of that paper's advertising business carried in 1904. Not being able to deny the accuracy of the *Journal's* figures, as relating to itself, said competitor attempts in the underhanded way indicated to mislead and deceive the advertising public.

The following is a copy of a letter written by me to Mr. J. C. Pyle, General Manager of the *Globe*, immediately upon the publication of the editorial. Mr. Pyle's reply also follows:

MINNEAPOLIS, Jan. 5, 1905.
Mr. J. C. Pyle, General Manager of the *Globe*, St. Paul Minn.:

DEAR SIR—My attention has been called to the editorial in your issue of the 4th inst., headed "Misrepresentation," in which exception is taken to the statement of business carried by the St. Paul *Globe* during 1904, made in our issue of the 2d instant.

For a number of years the *Journal* has carefully measured the advertising carried by the six leading Twin City papers and our constant aim has been to give all of our competitors as fair and as accurate measurements as given to ourselves. Many times when reading matter or pictures appear which do not show plainly that they are paid advertisements and yet which might be, we give the paper containing them the benefit of the doubt by crediting the space thus occupied, and this same rule has applied to the *Globe* with equal force as to all other Twin City papers.

We have endeavored to make these reports just as accurate and trustworthy as intelligent effort on our part can make them, and they have never been called in question before. Furthermore the *Journal's* reports often show that its competitors run ahead of it and our whole attitude in the matter has been to be just and fair to all parties concerned.

We hope, in view of this explanation, you will appreciate that there was not the slightest tendency on our part to do your publication an injustice in any way.

Very truly yours,
W. MCK. BARBOUR, Adv. Mgr.

MINNEAPOLIS, Feb. 18, 1905.
Mr. W. McK. Barbour, Adv. Mgr. of the *Journal*, Minneapolis, Minn.:

DEAR SIR—I have your letter of January 5th. I accept, of course, in good faith your statement that there was no intention on your part of doing special injustice to the *Globe* in the publication of advertising statistics in the *Journal*. At the same time, this injustice was done. The facts as stated in the editorial of the *Globe* of January 4th are exactly correct. It is absolutely impossible for any man to make a cor-

rect statement of the volume of paid advertising carried in any newspaper in these two cities unless he has access to inside information. What appears to be free ads or free matter is frequently paid at full rates, and the reverse is also true. In one issue this may not amount to a great deal, but in estimating for the year the margin of error is large. In the case in question you have done material injustice to the *Globe*. While appreciating fully the courtesy of your letter, it would appear to me that the proper method of correcting the evil would be the same as that employed in inflicting it—namely, by a public statement of actual facts.

Yours truly,

J. G. PYLE, Editor and Gen'l Mgr.

Since the publication of PRINTERS' INK of February 8th, I have had the files of the *Globe* for 1904 carefully measured again and find that the comparisons in our table published January 1st are absolutely correct so far as it was possible to make them. We did not include any city, county or other official advertising as this class of business is never included in our own measurements or in our comparative statements, and it is possible that this accounts for the difference complained of by the *Globe*.

In this table published Jan. 1st we showed that the St. Paul *Globe* carried a total of 1,482 columns of foreign advertising, and 8,279 columns of total advertising; that the *Minneapolis Times* had carried a total of 1,811 columns of foreign advertising and 9,281 columns of total advertising; that the St. Paul *Pioneer Press* had carried a total of 2,054 columns of foreign advertising and 10,962 columns of total advertising; that the *Minneapolis Tribune* had carried a total of 2,850 columns of foreign advertising and 17,228 columns of total advertising; that the St. Paul *Dispatch* had carried a total of 3,433 columns of foreign advertising and 13,925 columns of total advertising, and that the *Minneapolis Journal* had led all of these papers in 1904 by carrying 3,494 columns of foreign advertising and 17,952 columns of total advertising.

Not one of these other papers except the *Globe* questioned the accuracy of the figures given in this table and it is a noteworthy fact that at no time during any month in the number of years that the *Journal* has published similar tables has any one of the papers mentioned questioned their accuracy, and it is also noteworthy that in many instances a number of the papers have used the *Journal's* tables in exploiting their own favorable showings.

The *Journal* has always acted in this matter in the utmost good faith and its intentions have always been the furthest removed from any "maliciousness" or from any ulterior motives.

In view of the fact that the article printed in your issue of February 8th was anonymous and given the wide publicity which always characterizes anything inserted in your admirable little journal, we trust you will be willing to give this letter space in an issue of PRINTERS' INK in the near future..

Sincerely yours,

W. MCK. BARBOUR,
Advertising Manager, the *Minneapolis Journal*.

POSSIBILITIES

Of a Publisher's Announcement in Rowell's American Newspaper Directory.

Some Examples of What They Are, and the Advantages They Offer to a Paper That Rises Above the Level of Mediocrity.

Although it is not found advisable to delay the annual revision by the insertion of corrections or circulation statements not in hand before February 15th, it is still possible to insert the so-called "Publishers' announcements" if copy is furnished before the forms for the respective States go to press.

Nothing else so well explains the possibilities of these announcements as to show what a few publishers find it advisable to say for themselves in this manner. On the twelve pages that follow are examples taken from every State that issues a paper worth bragging about.

The great effectiveness of the Publisher's Announcement consists in the fact that it can be made to convey important facts to an advertiser at the very moment when he is considering the merits of a paper. It of course depends upon the publisher himself to say how effective he will make his announcement. No good paper is without a few strong points which an advertiser would be glad to know, and which properly presented will appeal to him in the right way and influence his advertising patronage.

ALABAMA.

Anniston, Ala., Evening Star.

Publisher's announcement.—The Anniston Evening Star, published in Alabama's greatest manufacturing district, has the largest proven circulation in Northeast Alabama. Average 1904, 1,969 copies daily; Jan., 1905, 2,165. Complete telegraphic news service. Only Alabama paper issuing comic section in colors Saturday. The Star carries 50 per cent more local advertising than any other paper in Anniston.

The Anniston REPUBLIC—weekly edition of the EVENING STAR—is 68 years old and never missed an issue. Average circulation 1904, 2,251. The people in the rural section in which the REPUBLIC circulates were never better fixed financially than now. To reach the people in Alabama's richest mineral, farming and manufacturing district, use the EVENING STAR and weekly REPUBLIC.

Birmingham, Ala., Ledger.

Publisher's announcement.—The Birmingham LEDGER goes into over 20,000 of the most prosperous homes in Birmingham, "The Birmingham District," and North and Middle Alabama. It is the paper with a distinctive HOME circulation. Circulation examined by the Association of American Advertisers.

Tuscaloosa, Ala., Times-Gazette.

Publisher's announcement.—Tuscaloosa is an iron, coal, coke, railroad and manufacturing center. Furnaces, pipe works, coke ovens, by-product plant, and numerous coal mines. United States is now spend-

ing \$10,000,000 in opening the Warrior River. Headquarters of work here.

ARIZONA.

Phoenix, Ariz., Republican

Publisher's announcement.—Arizona now contains 150,000 people, and the permanent population is growing rapidly. Arizona's soil and climate make it possible to produce every crop known to agriculture and horticulture, and her mineral wealth cannot be estimated by figures. Her people have money. They all read the ARIZONA REPUBLICAN. It is the only metropolitan newspaper that reaches them on the day of publication. It is printed on a perfecting press, operates a battery of linotypes and owns the exclusive morning Associated Press franchise. It has more circulation than all the other Arizona newspapers combined and reaches practically every postoffice in the Territory. It is the one newspaper covering the vast region between the Colorado boundary and Southern California. Write for sample copies and rates.

CALIFORNIA.

Fresno, Cal., Democrat

Publisher's announcement.—During 1904 the Fresno EVENING DEMOCRAT received contracts from eighty-six foreign advertisers exclusively to cover the field of Central California—seven-eighths of all foreign advertising placed in this field. The DEMOCRAT covers the richest section of California, the products of which, during the last year, exceeded \$16,000,000; the county

alone. Fresno being just half way between San Francisco and Los Angeles—225 miles from either place—has a field of its own of great proportions. The **DIXONIAN** is the only evening paper between San Francisco and Los Angeles receiving the full Associated Press dispatches, and is accorded recognition everywhere as one of the best Coast papers. Eastern representatives, Williams & Lawrence, Tribune Building, New York; Will T. Cresmer, U. S. Express Building, Chicago.

San Francisco, Cal., Mining and Scientific Press.

Publisher's announcement.—For forty-four (44) years the **MINING AND SCIENTIFIC PRESS** has led in its line; weekly seen by thousands of readers everywhere, who look to its advertising pages as a directory for their needs; consulted by the men who do the buying and who have the say as to what shall be bought and where. These men annually buy \$40,000,000 worth of machinery and supplies. The **MINING AND SCIENTIFIC PRESS** works with and for its advertising patrons in giving them profitable publicity. Published continuously under the same name, and in the same place, since 1880; recognized as a national institution; the foremost exponent of the great basic industries it represents; weekly looked for by every prominent mining man and engineer.

San Francisco, Cal., Sunset Magazine

Publisher's announcement.—The **SUNSET MAGAZINE**, started in May, 1898, has grown to be the characteristic magazine of the West, with its artistic half-tone engravings and representative matter from the best Western writer. In its pages readers may find thrilling and entertaining descriptive matter concerning all the United States west of the Rocky Mountains, extending as far north as Alaska. The magazine is growing and extending its field rapidly. December edition 38,000, and increasing monthly.

CONNECTICUT.

Ansonia, Conn., Sentinel

Publisher's announcement.—The **SENTINEL** is the only daily published in a community 35,000, covering Ansonia, Derby, Shelton and Seymour most thoroughly.

Bridgeport, Conn., Evening Post

Publisher's announcement.—The **BRIDGEPORT EVENING POST**, the people's paper, is the only evening paper that permitted the expert examiner of the Association of American Advertisers of New York City to make a thorough examination of its circulation books, showing an average circulation of over 10,600 paid subscribers, or greater circulation than all of the other evening papers have combined. We are now printing and circulating over 11,000 copies daily.

Bridgeport, Conn., Telegram-Union

Publisher's announcement.—The **DAILY TELEGRAM UNION** is the only morning publication in a city (including suburbs) having a population of one hundred thousand souls. The **Union** is the family paper of the city and is delivered by carriers at the homes of its subscribers, therefore far more valuable to advertisers than papers sold upon the street. The **TELEGRAM UNION** permitted the examiner of the Association of American Advertisers to make a thorough examination of its circulation, and proved to his entire satisfaction that the 9,500 daily readers that were claimed are bona fide and paid subscribers. We are now printing over 10,000 copies daily.

New Haven, Conn., Palladium

Publisher's announcement.—The **New Haven PALLADIUM** is the only morning paper that permitted the Association of American Advertisers to make a thorough examination of its books, proving beyond a doubt that the paper had all it claimed. The **PALLADIUM** carries all the local advertising, a sure sign of its worth at home. We are now printing and selling over 8,000 copies daily.

New Haven, Conn., Register

Publisher's announcement.—The **REGISTER**, with largest circulation in its history in 1904, is by far the best advertising medium and most influential paper in the largest city in Connecticut. It reaches the buying class and always brings best results. Many local advertisers use no other medium. A number doubled their appropriation last year. Carries more columns of advertising than any paper in city. One-quarter page ad last year received 850 replies. Largest and best equipment in city—two Hoe presses, seven linotypes. If you want results, the **REGISTER** meets the test.

New Haven, Conn., Union

Publisher's announcement.—The **New Haven UNION** shows a sworn average circulation for 1904 of 16,076 copies daily. It's the only one-cent publication in New Haven that reaches the classes as well as the masses. Everybody reads the **Union**, because it is right up to date. Advertisers get results. We guarantee our circulation and prove it by carriers' receipts, post office and express receipts, and lastly, by our circulation books and paper bill. Our rate per thousand for guaranteed paid circulation is cheaper than that of all the other evening papers combined. The **Union** is the only evening paper in New Haven that permitted the Association of American Advertisers to examine its circulation books, paper accounts and cash receipts from subscriptions, proving fully that the paper had all it claims.

New London, Conn., Day

Publisher's announcement.—It is an utter impossibility to cover New London without using the **DAY** in the evening and the **TELEGRAPH** in the morning. The combined circulation of these papers exceeds 9,000 copies daily.

Norwich, Conn., Bulletin.

Publisher's announcement.—The **BULLETIN** sets all of its matter; covers its local field thoroughly, besides covering all the good news of the surrounding towns; has its own carriers in Willimantic, Danielson and Putnam; is the only paper in Eastern Connecticut having no street sales—all route service, and gives the advertiser more for his money than any paper in Eastern Connecticut. It is conceded to be the leading and most influential paper in its territory.

The circulation of the **BULLETIN** is constantly increasing and varies very little from day to day, but each month and year shows that steady, substantial gain that all advertisers like. There is a possible 7,000 circulation in its field, and every effort is being, and will be, used to carry it to that figure.

Stamford, Conn., Photo-American

Publisher's announcement.—**PHOTO-AMERICAN** gives away \$500.00 in prizes for pictures every year.

DELAWARE.

Wilmington, Del., Every Evening

Publisher's announcement.—The circulation of **EVERY EVENING** exceeds 11,000 copies daily, and is guaranteed to be more than the combined circulation of any other two daily newspapers published in Delaware. Its value as an advertising medium is double that of any other newspaper in the State. Results in advertising prove this assertion. It carries more "Want" ads than all the other papers in the State combined.

DISTRICT OF COLUMBIA.

Washington, D. C., Army and Navy Register

Publisher's announcement.—The **ARMY AND NAVY REGISTER** was established twenty-seven years ago under title "The United States Military Gazette," for the purpose of supplying to the Army, Navy, Marine Corps and Revenue Marine Branches a wholly satisfactory weekly newspaper for three dollars per annum. The **REGISTER** was immediately welcomed by all arms of the Serv-

ice and has since remained a favorite. The REGISTER, alone of weekly publications, has improved its form and extended its contents within the past five years. It prints 33 pages each week and copiously illustrates the subject matter. During the year 1904 it printed 47,501 lines of display advertising matter more than the next highest of its class. Officers, their families, and enlisted men, have, for the most part, to purchase by mail articles for personal use. They spend hundreds of thousands of dollars with the ARMY AND NAVY REGISTER'S advertisers each year. "It is the best Service paper ever published."

FLORIDA.

Jacksonville, Fla, Metropolis

Publisher's announcement.—The Jacksonville, Fla., METROPOLIS is Jacksonville's best paper. The sworn circulation for 1904 shows 3,760 copies daily. We are now printing and selling over 9,000 copies daily, which is by far the greatest circulation ever attained by any newspaper in Florida. The population of Jacksonville is over 40,000 souls. We cover Jacksonville most thoroughly and have a large circulation in Leesburg, Lakeland, Sanford, Starke, Palatka, Deland, Green Cove, Fernandina, Tallahassee, Ocala, Orlando, St. Augustine, Carrabelle, Pablo, Kissimmee, Jasper, Live Oak, Madison, Mayport, etc. In fact, if you use the METROPOLIS you cover the City of Jacksonville and Florida most thoroughly. The METROPOLIS is the only paper in Jacksonville that permitted the Association of American Advertisers to make a thorough inspection of its circulation books and proved all its claims.

GEORGIA.

Atlanta, Ga, News

Publisher's announcement.—A remarkable success in Southern journalism; another triumph for the penny idea; ably edited; popular, independent; read by people possessing large purchasing power. Average daily circulation for 1904, 24,230.

ILLINOIS.

Belvidere, Ill., Republican.

Publisher's announcement.—Sworn statement for 1904: DAILY REPUBLICAN, 1,650; Semi-Weekly REPUBLICAN-NORTHWESTERN, 2,150. We absorbed the old Belvidere Northwestern in September, 1903, and old Belvidere Standard previously. Don't overlook this rich field.

Chicago, Ill, Bakers' Helper

Publisher's announcement.—BAKERS' HELPER is the oldest, largest, most widely read journal for master bakers in America. For its standing in the trade, ask any baker large enough to be known away from home. For its help in selling goods to bakers, ask any dealer in bakers' supplies, any maker of bakers' machinery, any builder of bakers' ovens.

The only \$2 journal for bakers. Has subscribers in every State and Territory and in 27 foreign lands and provinces.

Chicago, Ill, Breeders' Gazette

Publisher's announcement.—The basis of American prosperity is AGRICULTURE. The right arm of agriculture is LIVE STOCK. The cattle, horses, sheep and swine of the United States are worth three million dollars. The representative newspaper of this basic industry is THE BREEDERS' GAZETTE, a 48 to 60-page weekly. Established in 1851. The growth of its circulation has been steadily forward. No name is kept on its subscription list after the period paid for in advance has expired. Its circulation is therefore made up of live subscriptions. Advertising rate \$50. a line, with discounts on large orders.

Full information and detailed circulation statement sent on application.

Chicago, Ill, Comm. Telegraphers' Journal

Publisher's announcement.—Every member of the growing Commercial Telegraphers' Union reads the JOURNAL—the official pub-

lication. Its field includes 35,000 commercial operators of North America. Our Jan., 1905, issue was 7,500. Will print 10,000 by July. The commercial telegraphers own it. Reach them through our columns.

Chicago, Ill, Dental Digest

Publisher's announcement.—The DENTAL DIGEST is the only dental journal not controlled by the Dental Trust. It is the official organ of the National Dental Association, Dental Protective Association, Illinois State Dental Society, Pennsylvania State Dental Society, Michigan State Dental Association, National Association Dental Examiners, and many other leading dental organizations. Not a house organ. Carries twenty pages more advertisements, representing 30 more advertisers, than any other dental journal. The only dental journal that will prove its circulation by postoffice receipts, and the only one which has always furnished a circulation statement to the Directory. Recognized as the leading dental publication by the profession and the trade. Lowest advertising rates, circulation considered. Guarantee at least 8,000 copies each issue for 1905.

Chicago, Ill, Jour. of Am. Med. Ass'n

Publisher's announcement.—It affords the opportunity to place an advt. before more than one-third of the regular physicians in the U. S. Ask your physician which is the most popular medical publication.

Chicago, Ill, Legal News

Publisher's announcement.—The Chicago Legal News Company was incorporated by a special charter approved by the Governor, Feb. 27, 1889. Section 5 of the charter is as follows:

"Section 5. Any notice or advertisement, required by law or the order of any court, to be published in any newspaper, shall be as good and valid if published in the Chicago Legal News as in any newspaper, and the certificate of the president or secretary, under the seal of said company, of the publication of any notice or advertisement, shall be sufficient evidence of the publication therein set forth."

The Chicago LEGAL NEWS is the paper in which notices under the U. S. Bankrupt Law are published in Chicago.

Chicago, Ill, Suggestion

Publisher's announcement.—The sworn bona fide circulation of SUGGESTION for January, 1905, is 20,000 copies.

Yorkville, Ill, Record

Publisher's announcement.—Kendall County is made up of a wealthy farming community, with nine prosperous villages. The RECORD has been published 41 years by John R. Marshall, and is a household necessity. 1,875 copies are printed every issue.

INDIANA.

Evansville, Ind, Journal-News

Publisher's announcement.—The JOURNAL-NEWS is the only evening paper in a city having 75,000 population. Evansville is a manufacturing center, and therefore a workman's town, which means that the workman has no time to read the morning paper and buys his evening paper on his way home, every line of which he reads thoroughly. We guarantee that our evening and Sunday editions average over 14,000 copies each issue, or a larger circulation than all of the other papers have combined.

Terre Haute, Ind, Tribune

Publisher's announcement.—Prior to the merging of the DAILY TRIBUNE and the Gazette, the two evening papers, on June 15, 1904, the TRIBUNE'S circulation was 9,000; since that date 11,000—making the average for the year 10,000.

IOWA.

Davenport, Ia, Democrat and Leader

Publisher's announcement.—DEMOCRAT AND LEADER: fifty years under one management. Plant thoroughly modern and most

extensively equipped in Eastern Iowa. Circulation, within the city, guaranteed larger than any Davenport daily. Sworn aver. last six months 1904, 5,719; Dec., 6,026; Jan., 1905, 6,088. See "Roll of Honor" for future growth. A home paper read by intelligent classes of the purchasing element.

Des Moines, Ia., Capital.

Publisher's announcement.—The present daily average circulation of the CAPITAL exceeds 39,000. In December the CAPITAL had its annual Bargain Day subscription offer, at which time it received 5,000 new subscribers. The advertising rate at present—January, 1905—is 5 cents an agate line for run of paper.

KANSAS.

Hutchinson, Kan., News

Publisher's announcement.—The Hutchinson News is the very best paper in Hutchinson, a city of 13,000, covering that territory most thoroughly. We guarantee an average sworn circulation of 2,964 copies for the Daily and 2,100 copies for the Weekly. Foreign advertisers will make no mistake in including it in their estimate, as it is the only paper in that town that furnishes a sworn circulation statement, as you will note from rating above.

Iola, Kan., Register

Publisher's announcement.—Jan., 1905, average, 2,541.

KENTUCKY.

Lexington, Ky., Leader

Publisher's announcement.—The LEADER is the only afternoon newspaper in Lexington, the chief city of the Blue Grass region and Central Kentucky. It is the recognized home and family paper in a city noted for its colleges, seminaries, churches and social life. It is the only Lexington newspaper that files with the American Newspaper Directory detailed statements of actual issues, day by day, and its circulation books have been audited by the expert examiner of the Association of American Advertisers, and its published statements found to be correct in every particular. It guarantees an actual average circulation in January, 1905, as follows: Afternoon, 4,383; Sunday, 5,822. Guaranteed average for 1904: Afternoon, 4,041; Sunday, 5,397. The LEADER does not allow return privileges to carriers, dealers or newsboys.

Louisville, Ky., Courier-Journal

Publisher's announcement.—The COURIER-JOURNAL (©). Louisville, daily, Sunday and weekly. Not only has quality of circulation, but also quantity, and has a larger home circulation than any paper published in Louisville. While an old and conservative newspaper, it has never lacked progressiveness. It was the first paper outside of New York City to introduce the Mergenthaler linotype machine. Its plant is the largest and most complete of any newspaper south of the Ohio river. It is carried every day of the week on a special trail of its own to the heart of the wealthy "Blue Grass region," and has a larger circulation in that territory than any other daily.

Owensboro, Ky., Inquirer

Publisher's announcement.—Daily INQUIRER enters more homes in Owensboro than all other daily newspapers—local and foreign—combined. Twice a Week INQUIRER covers Daviess, Ohio, McLean and Hancock counties thoroughly. Circulation books and press rooms open to all. Investigate for yourself—don't believe the lies and misrepresentations of competitors. December average—daily, 1,932.

Paducah, Ky., Evening Sun

Publisher's announcement.—Circulation now 8,000. Delivered into 75 per cent of residences in Paducah, 95 per cent on rural routes. Only Republican paper in district. Republican elected to every office at last election.

MAINE.

Augusta, Me., American Woman

Publisher's announcement.—The AMERICAN WOMAN is published by the well-known Vickery & Hill Publishing Company, and has a monthly circulation of 72,000 copies. Proof of circulation on file with Rowell's American Newspaper Directory, and furnished advertisers upon request. Forms close first Monday in month before date of publication. Sworn circulation for 1904, 9,457,334 copies, or an average monthly circulation of 786,444 copies.

Augusta Me., Comfort.

Publisher's announcement.—COMFORT has a bona fide monthly mailed circulation of one million and a quarter. You find its columns full of good reading matter, well illustrated, and of a merit ahead of the general mail-order magazines. That's why COMFORT is read and has become the plair people's popular paper. Six million readers watch for its monthly coming. It's the plain, common middle classes, especially the ones living in the country and small towns, who find the city store counters brought right into their homes by the mail order business. COMFORT has been the leading mail-order paper since it was established, fifteen years ago, and has always made the rural and small-town home its special field. "If you put it in COMFORT it pays."

Augusta, Me., Good Stories

Publisher's announcement.—The GOOD STORIES is published by the Vickery & Hill Pub'Co., of Augusta, Maine, and until October, 1905, was one of the Vickery & Hill List. It has a monthly circulation exceeding 400,000. Proof of circulation on file with Rowell's American Newspaper Directory, and furnished advertisers upon request. Forms close 3d Monday in month preceding date of publication. Sworn circulation for 1904, 5,450,802 copies or an average monthly circulation of 454,217 copies.

Augusta, Me., Vickery and Hill List

Publisher's announcement.—The Vickery & Hill List consists of FIFESIDE VIBROS, HAPPY HOURS and HEARTH AND HOME. These papers are the acknowledged leaders of their class, with a monthly circulation of 1,250,000 copies. Proof of circulation is on file with Rowell's American Newspaper Directory, and will be furnished advertisers upon request. Forms close 3d Monday of month preceding date of publication. Sworn circulation for 1904, 14,471,532, or an average monthly circulation of 1,335,961 copies.

Bangor, Me., Commercial

Publisher's announcement.—In Bangor the DAILY COMMERCIAL, Maine's BEST newspaper—has twice as much circulation as any other paper; it also covers the important outside places thoroughly. Has the largest bona fide circulation of any paper in its field. Investigation invited.

The weekly edition of the COMMERCIAL is the one great family weekly of Maine; covers news and agriculture; is a LOCAL weekly, 96 per cent of its 23,000 subscribers residing within the S. state; covers the prosperous farming districts of Eastern, Northern and Central Maine thoroughly; has doubled the circulation of any other Maine paper, daily or weekly; was awarded *Printers' Ink's* Weekly Sugar Bowl.

Lewiston, Me., Weekly Journal

Publisher's announcement.—The Lewiston WEEKLY JOURNAL is the largest and most complete newspaper printed in Maine. Circulates in all parts of Maine and has large lists in Northern and Central New Hampshire. The Lewiston EVENING JOURNAL prints four editions daily, circulating in all the principal towns in Maine by the several trains that radiate from Lewiston. The family paper of Lewiston and Auburn.

Advertisers wishing to cover the State cannot do so more successfully than by the use of the JOURNAL, Daily, Saturday and weekly.

Rockland, Me, Star

Publisher's announcement.—The STAR is the only daily paper in Knox County. It is the "local" daily for Rockland, Rockport, Thomaston and Camden (practically one city), and fifty other coast and island towns. It covers the local field thoroughly and prints the news while it is news—daily. Advertisers get best and quickest results in this territory by using the advertising columns of the DAILY STAR.

MARYLAND.

Baltimore, Md, News

Publisher's announcement.—Of the several mediums offered the advertiser entering the Baltimore field, none has more genuine claims than the Baltimore News. Its circulation is large and growing, and its methods are straightforward and direct. The News is the evening daily of Baltimore. It has a larger circulation in its home city than any other newspaper, barring none. The News never cuts rates, publishes no objectionable advertising, and prints daily the figures of its circulation.

MASSACHUSETTS.

Boston, Mass, Christian Endeavor World

Publisher's announcement.—For eleven years has been represented among advertisers by the same three men: George W. Coleman, advertising manager, Tremont Temple, Boston; C. A. Goodwin, Association Building, Chicago; L. B. Bromfield, Temple Court, New York City.

Brockton, Mass, Enterprise

Publisher's announcement.—Circulation November, December, 1904, January, 1905, exceeded 100,000. Flat ad rate 30 cents per inch per day. Full position, 40 cents. Family paper. Carries solid page of Want ads.

Gloucester (Mass.) Times.

Publisher's announcement.—Gloucester DAILY TIMES is seventeen years old; an evening paper. Its popularity is largely due to its clean and comprehensive local news columns. Its sworn average paid circulation for 1904 was 6,488 copies daily. It is an excellent advertising medium, being a home paper, read when the day's work is over, during the leisure hours of the evening. Send for sample copies and rates.

New Bedford, Mass., Evening Standard

Publisher's announcement.—General advertisers taking up New England will find New Bedford, Mass., a rich and result-bringing field. The city is prosperous and a fast-growing manufacturing center. Its people are thrifty and well paid. Its home paper, the Evening STANDARD, carries direct to the homes a class of advertising in which its readers have learned to place perfect confidence.

New Bedford, Mass., Mercury

Publisher's announcement.—The Morning MERCURY occupies a unique position of distinct value to every advertiser in that it is the only morning paper published in Bristol County, a prosperous center of more than 250,000 population.

North Adams, Mass., Transcript.

Publisher's announcement.—A thriving, busy little city; large print works, woolen and cotton mills, machine shops and shoe shops—all paying good wages, balanced by a strong element of the solid, old New England stock—that's North Adams. A country of little independent farms, dotted with prosperous manufacturing plants, worked by a class of people noted for their thrift and intelligence—that's northern Berkshire. The whole knit into a community with North Adams as a trading center, by three competing trolley companies.

For over half a century the "paper" of these people has been the TRANSCRIPT. a

home paper in a community of homes—not the paper of a class, but the paper of a community.

The daily average number of TRANSCRIPTS printed during the last three months of 1904 was 6,166.

The Weekly TRANSCRIPT has a circulation exceeding 1,200, entirely among the farmers of the surrounding territory.

Worcester, Mass, Evening Post

Publisher's announcement.—The Post has a larger circulation within the corporate limits of Worcester than any other newspaper. It has three times the net paid circulation of any other evening newspaper published in Central Massachusetts. It goes into more Worcester homes than any other paper.

MICHIGAN.

Detroit, Mich., Journal

Publisher's announcement.—The sworn average daily circulation of the Detroit JOURNAL for the year ending December 31, 1904—exchanges, samples, spoiled copies and unsold office papers and papers used by employees being deducted—was 57,865.

Holly, Mich, Herald

Publisher's announcement.—Every subscriber to the HERALD is paid in advance, and its circulation thoroughly covers one of the most prosperous village and farm sections in the country, which can be reached in no other way.

Jackson, Mich, Patriot and Press

Publisher's announcement.—Reach 85% of the local daily newspaper readers of Jackson and vicinity without duplication of circulation by placing your advertising contracts with the MORNING PATRIOT and EVENING PRESS. Combination rates. Both republican and democratic readers reached. Average sworn circulation for year ending December 31, 1904: EVENING PRESS, 3,447; MORNING PATRIOT, 3,158; SUNDAY PATRIOT, 3,569, and WEEKLY PATRIOT, 2,724.

Port Huron, Mich, Herald

Publisher's announcement.—The DAILY HERALD has the largest circulation in Port Huron. It carries more local advertising at better rates than any other daily in Seventh Congressional district. Live, energetic, independent. Best local and telegraph news service. Rural routes covered. Official newspaper.

St. Johns, Mich, News

Publisher's announcement.—Largest circ. any weekly in U. S. in town size of St. Johns. Field, 50,000 population, with no daily.

MINNESOTA.

Minneapolis, Minn., Journal

Publisher's announcement.—During 1904 The JOURNAL carried 222,992 more lines of advertising in 314 week-day issues than any other Minneapolis daily and Sunday paper carried in 365, including 52 big Sunday issues—this, too, in spite of the fact that The JOURNAL refused over 184,000 lines of objectionable medical display and classified advertising, which it would not accept, and which its competitors carried. The JOURNAL leads all papers in Minneapolis, St. Paul and the Northwest in the character and volume of local, foreign, land, real estate, financial, book and educational advertising, and in classified advertising that counts. The JOURNAL reaches a greater number of the purchasing classes and goes into more homes than any other paper in its field. Its advertising columns are more valuable and produce more for the money expended than those of any other paper in its field.

The JOURNAL is recognized throughout the Northwest as "The paper of character that does things." The public looks to it to lead every movement—commercial, social, political, patriotic.

Minneapolis, Minn, Tribune

Publisher's announcement.—The TRIBUNE publishes each week more general adver-

tising than any other daily newspaper in the Northwest. Its daily average circulation for the last three months of 1904 shows an increase above the daily average for the entire year as reported above. The daily average was 92,222 Sunday 71,221.

The TRIBUNE has always made a complete report of its circulation in Roll of Honor in *Printers' Ink*. The TRIBUNE is the only Minneapolis daily that regularly publishes a detailed statement of its circulation in its own columns.

The TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 92,000 subscribers, over 25,000 each day above any other Minneapolis daily.

The Evening TRIBUNE alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper.

The TRIBUNE publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Wanted advertisements or the amount in volume.

The Evening TRIBUNE and the Morning TRIBUNE are identical in all departments except current news, which is taken up to both the morning and evening hour of closing. It is guaranteed that the issues do not reach the same subscribers. The delivery insures the reader a paper in the evening or morning as suits the pleasure of the home where taken. All advertisements appear in both papers for the one price quoted. (Evening TRIBUNE, 60,000; Morning, 32,000). The Minneapolis circulation alone of the TRIBUNE is over 40,000 daily. State's circulation (exclusive of Minneapolis), 50,000.

St. Paul, Minn., Dispatch

Publisher's announcement.—The ST. PAUL DISPATCH reaches 90 per cent of the homes in its city. Many of the large local advertisers use no other paper. Carries more advertising, local and foreign, than any paper in the Twin Cities. In addition to its home circulation it reaches daily the best people in the many small cities and towns in its territory. It is the strongest medium in the Northwest for any kind of business. The WEEKLY DISPATCH is the recognized puller of its section, having over 73,000 paid-in-advance subscribers among the prosperous farmers of Minnesota, Wisconsin, Mich., the Dakotas, Mont., Ia., and Neb.

St. Paul, Minn., Pioneer Press

Publisher's announcement.—Guarantees: First—The PIONEER PRESS is delivered into more homes than any other morning paper in the Northwest. Second—There are more PIONEER PRESSES sold over news-stands than any other Northwestern morning newspaper. Third—There are more PIONEER PRESSES sold on the streets of the Twin Cities than any other morning newspaper. Fourth—The PIONEER PRESS has the largest circulation—paid at full rates—of all the morning newspapers in the Twin Cities and the Northwest. Advertisers may incorporate the foregoing in their advertising contracts.

Winona, Minn., Republican and Herald

Publisher's announcement.—The REPUBLICAN AND HERALD guarantees advertisers an average of 4,250 copies daily for 1905. Has largest circulation of any daily in Minnesota outside of Twin Cities and Duluth; issues sworn circulation statement. Carries three times the advertising of any other Winona paper. Accepts only advertising fit to print. Practically in a field all by itself. Flat rate of 11 cents per inch.

MISSISSIPPI

Hattiesburg, Miss., Progress

Publisher's announcement.—Hattiesburg is growing in manufacturing. Center 13,000 population; dry town; center Mississippi

pine belt and trucking industry. PROGRESS covers Southeast Mississippi, being only daily in one hundred miles either direction.

MISSOURI.

Joplin, Mo., Globe

Publisher's announcement.—The Joplin, Mo., GLOBE guarantees six times the circulation of any other paper published in Southwest Missouri.

Joplin is a city of 35,000, the commercial and mining center of a territory covered exclusively by the Joplin DAILY GLOBE, embracing the great zinc and lead area, the coal, oil, natural gas, and smelting fields of Missouri, Kansas, Arkansas and Indian Territory, with a population of over 250,000. The annual products of this scope of country exceeds \$50,000,000. Wages are high, and everybody has money to spend.

Advertisers who intend using space in Joplin serve their best interests by using the GLOBE, which carries double the local advertising of any other Joplin paper. For further information address any local wholesaler, jobber, retail dealer, or bank. The circulation of the GLOBE will reach the 15,000 mark before the first day of January, 1905.

Kansas City, Mo., Journal

Publisher's announcement.—The total receipts from second-class postage in the Kansas City Postoffice for the year 1904 were \$178,228.88, of which the Kansas City JOURNAL paid \$50,713.41, or nearly 30%.

Kansas City, Mo., Star

Publisher's announcement.—AWARDED FEBRUARY 15, 1899, BY



Printers' Ink, THE LITTLE SCHOOLMASTER IN THE ART OF ADVERTISING, TO "THE KANSAS CITY STAR," THAT PAPER, AFTER FOUR MONTHS' CAREFUL WEIGH-

ING OF EVIDENCE, HAVING BEEN PRONOUNCED THE ONE PUBLISHED WEST OF CHICAGO WHICH GIVES AN ADVERTISER THE BEST SERVICE IN PROPORTION TO THE PRICE CHARGED.

THE STAR accepts all advertising on condition that the paid circulation of its daily and Sunday editions exceeds 120,000 each issue and that the paid-in-advance circulation of its weekly edition exceeds 25,000 each issue, or no charge whatever is made. The circulation of its daily and Sunday editions is more than double the combined circulation of all the other Kansas City dailies, and its advertising rate is less per thousand of circulation than that of any other paper west of Chicago. Kansas City advertisers pay THE STAR annually more money than they pay to all the other local mediums.

THE KANSAS CITY TIMES, THE STAR's morning newspaper, has the same circulation as THE STAR, namely, 120,000 copies each issue.

Memphis, Mo., Democrat

Publisher's announcement.—Official county paper. Guarantees largest circulation of any paper in Scotland County.

St. Louis, Mo., Modern View

Publisher's announcement.—THE MODERN VIEW is the finest, most attractive, best read, modern liberal, illustrated Jewish-American weekly in the United States. Reaches a class which appreciates and buys the best. Advertising rates reasonable.

St. Louis, Mo., Woman's Farm Journal

Publisher's announcement.—THE WOMAN'S FARM JOURNAL, now in its fifteenth year, is the only publication devoted to the interest of the farmers' wives and daughters. Its reading matter is designed for, appeals to and interests this important and influential class of buyers.

St. Louis, Mo., Woman's Magazine

Publisher's announcement.—THE WOMAN'S MAGAZINE, published monthly in St. Louis,

Mo. (THE WORLD'S FAIR CITY), is the ONLY publication in the United States with a PROVES circulation of "over" one million five hundred thousand copies, EVERY issue, and it is the ONLY publication in the United States that VOLUNTARILY proves its circulation EVERY issue.

MONTANA.

Anaconda, Montana, Standard

Publisher's announcement.—THE STANDARD is Montana's best newspaper. It carries more Butte, Anaconda and State advertising than any other Montana paper. Largest bona fide circulation in its field.

NEBRASKA.

Lincoln, Neb., State Journal

Publisher's announcement.—THE STATE JOURNAL is the only morning paper in Lincoln and the Evening News is the oldest and strongest evening paper, the combined daily average circulation for November being 28,231. The circulation has been certified by the Association of American Advertisers. Nearly every family in the city reads one or the other of these papers, in large territories the average being 97 per cent of the homes—all delivered by our own carriers. There are very few cities where such a large proportion of the people can be reached with one medium. All advertisements appear in both papers for one price. They cover Nebraska thoroughly. Want ads one cent a word.

NEW JERSEY.

Jersey City, N. J., Evening Journal

Publisher's announcement.—THE EVENING JOURNAL, a strong Republican paper, is conceded to be the leading paper in Hudson County, the strongest Democratic county in New Jersey. Inspection of its columns at once shows the reason. More completely than any other paper it represents the greatest number of local interests in its district.

It is a two (2) cent paper, with a home, not a street circulation among the people who have the means to purchase goods advertised.

Its circulation is continually and steadily increasing.

In 1899 it averaged 14,486; in 1900, 15,106; in 1901, 15,891; in 1902, 17,532; in 1903, 19,012; in 1904, 21,106.

For the last three months of 1904 it was 21,816, and is still growing.

Morristown, N. J., Daily Record

Publisher's announcement.—Read and esteemed by everybody; covers whole field; remarkable results; only Want medium.

Newark, N. J., Evening News

Publisher's announcement.—THE EVENING NEWS circulation largely exceeds that of any other newspaper in New Jersey. It presents an exceptional opportunity to advertisers to reach through one medium the people of a city numbering 280,000 inhabitants and suburban communities numbering about 150,000 more. It thoroughly covers the field and is delivered by complete carrier system in nearly every home in Newark and the surrounding towns, making it the medium absolutely indispensable for all who wish to reach the buying classes. The NEWS is a strictly up-to-date high class two-cent evening newspaper, with a circulation of about 60,000 copies. The Sunday NEWS is of the same character, including a handsomely illustrated magazine section, and is sold for three cents.

CHAS. F. DODD, Business Manager.
E. A. WESTFALL.

New York Representative,
Temple Court, New York.

WILLIAM H. HOWELLS,

Advertising Manager.

Publication Office, News Building, 215-217

Market St., Newark, N. J.

New Market, N. J., Advertisers' Guide.

Publisher's announcement.—THE ADVERTISERS' GUIDE covers the mail order trade.

Size of page, 6x9 inches; number of columns to page, 2; number of lines to column, 90; width of column, 21-3 inches. Forms close 24th of each month preceding date of publication. Rate—10 cents per line; \$1.20 per inch; 1/4 page, \$4.50; 1/2 page, \$9.00; 1 page, \$18.00. Time discounts—None. Space discounts—None. Reading notices are not inserted at any price. No commission allowed. No accounts opened. Cash with order always. Address STANLEY DAY, New Market, N. J.

Trenton, N. J., Times

Publisher's announcement.—Trenton, only New Jersey city of importance free from metropolitan influences; financial, industrial, political, shopping center, dominating rich, populous suburban and agricultural territory. Four trolley systems, having eight divisions; \$1,000,000 monthly paid in wages in factories alone. Six banks. \$16,000,000 deposits, equivalent to \$210 per capita; 16,757 depositors in single savings bank (22 percent of city's population); average deposit, \$330. TIMES, only afternoon daily; only independent daily; covers field completely. Sworn daily average Nov. 1, 1904, to Feb. 1, 1905, 15,305; Jan., 1905, 15,446—90 per cent more circulation, 200 per cent more classified advertising than other daily lies combined. Only Trenton daily (1) publishing net circulation figures, (2) refusing objectionable advertising, (3) maintaining card rates, (4) conducting no circulation schemes. Send for sample copy and rates.

NEW YORK.

Binghamton, N. Y., Republican.

Publisher's announcement.—Binghamton's only morning paper, the afternoon field being divided among three papers. Several of Binghamton's largest retail stores recently increased their regular spaces in the REPUBLICAN and confined their afternoon advertising to one paper. The REPUBLICAN has a strictly home circulation. Only one edition—that delivered to the homes. No street sales. Covers all rural free delivery routes same morning as printed. On most routes practically every farmer is a regular subscriber. Only Republican daily in the overwhelmingly Republican County of Broome. A medium that is highly successful in appealing to women and the advertising of medium and high grade articles. No objectionable advertising accepted. Report of last examination by Association of American Advertisers, November 3d, 1904, mailed on request.

Brooklyn, N. Y., Chat.

Publisher's announcement.—CHAT is the pioneer free distribution paper. Its 30,000 circulation reaches that number of prosperous families, a large proportion of whom own their own homes. It is used by the majority of the large Broadway merchants, to the exclusion of all other Brooklyn papers. It is a newspaper in every sense of the word. Those introducing specialties have only to place their goods in a few stores, for all who read their ad in CHAT are within easy distance of the dealers. Rates and sample copies on application. Established 1900.

"Sales from our ads in the WEEKLY CHAT far exceeded our expectations. In proportion to the cost and territory covered, it is one of the very best advertising mediums we have ever used, and we compliment you on its success."—Columbia Phonograph Co. Gen'l—New York.

Geneva, N. Y., Independent

Publisher's announcement.—THE INDEPENDENT is delivered by carriers to every home and business place in Geneva and to 25 per cent of the five R. F. D. routes by mail every Thursday. To cover Geneva and vicinity, use the INDEPENDENT. Circulation guaranteed. W. S. Lyon, publisher.

Hornellsville, N. Y., Times

Publisher's announcement.—Enlarged to eight pages, web press, three linotypes. Associated Press wire. Only morning pa-

per in twelve counties, hence only R. F. D. medium. Population and circulation growing. Tabulated statement furnished with each bill and reduction made if circulation falls below 5,000.

Newburgh, N. Y., News

Publisher's announcement.—The News can show the largest daily circulation in southern New York outside of the metropolis, and accepts advertising on a distinct and unequivocal guarantee that its circulation is three times that of the other two Newburgh dailies combined, and five times as great as either one of them. Circulation examined and guaranteed by Association of American Advertisers.

N. Y. City, Army and Navy Journal

Publisher's announcement.—The ARMY AND NAVY JOURNAL has for over 41 years been recognized as the representative Service paper of America. The high standing of the paper and the exceptional quality of its circulation have been recognized by the editor of this Directory by the award of the "Gold Marks"—a distinction which no other military paper has attained. This estimate confirms the opinion of a large class of advertisers who have used the JOURNAL's columns for years, finding that they can reach the entire Army, Navy, Revenue Cutter Service and National Guard field most effectively and economically in this way. No advertiser can fully cover this important field without using the ARMY AND NAVY JOURNAL.

N. Y. City, Automobile

Publisher's announcement.—The AUTOMOBILE has the largest paid-in advance subscription list of any paper devoted to automobilism, and has the lowest advertising rate per thousand circulation, carries the most business, and its clientele is the best. The subscription books are open at all times to those interested.

N. Y. City, Blacksmith and Wheelwright

Publisher's announcement.—The BLACKSMITH and WHEELWRIGHT is the pioneer journal of its class in the world, having been published for twenty-five years. It is the recognized authority on all matters pertaining to the trade to which it caters. Advertising rates made known on application.

N. Y. City, Christian Work and Evangelist

Publisher's announcement.—During the past year THE CHRISTIAN WORK AND EVANGELIST has entered many new homes—more than any year previous during its long existence of more than "three score and ten years."

It has now the largest paid circulation of any high-priced, undenominational religious newspaper in the United States.

Over ten thousand (10,246) new paying subscribers have been added to our list during the last half of the year just closed.

Our circulation is bona fide, and we are pleased at all times to be given the opportunity to prove it. Our subscription and mailing lists are always open and accessible to advertisers for that purpose. Present circulation 23,250 (Feb.)

N. Y. City, Jewelers' Circular

Publisher's announcement.—Since the consolidation of the Jewelers' Weekly and the Jewelers' Review with the Jewelers' Circular, the JEWELERS' CIRCULAR WEEKLY is the recognized independent organ of the jewelry and kindred trades.

N. Y. City, Clipper.

Publisher's announcement.—The New York CLIPPER reaches the theatrical profession everywhere. It is the oldest, most reliable and widely circulated paper of its kind extant. Advertisers in it always obtain satisfactory results. Every line of its contents is carefully censored, and nothing of an objectionable character is allowed to appear in its pages.

N. Y. City, Electrical Review

Publisher's announcement.—The ELECTRICAL REVIEW is the oldest electrical weekly in America. Its advertisers reach the elec-

trical, mechanical and engineering interests, electric light stations, telephone exchanges, steam and street railways, and all those engaged in the scientific and industrial applications of electricity. Advertisers receive the best typographical care and may have the benefit of this journal's art and engraving departments. The ELECTRICAL REVIEW is an independent, electrical weekly of general circulation, not associated with any technical journal combination. Its editorial and news departments and list of special contributors are not excelled, if equalled, by any technical journal. As the result of an elaborate personal call campaign, begun four years ago, and still continuing, the ELECTRICAL REVIEW has steadily grown in number of readers of the best class, and it has the largest circulation of any electrical weekly. This may be verified by reference to copies of this Directory for 1905 and 1904.

N. Y. City, El Comercio.

Publisher's announcement.—EL COMERCIO was established in 1875 and is the oldest Spanish newspaper and the oldest export journal published in the United States. It has an extensive, guaranteed circulation throughout Mexico, West Indies (including Cuba and Puerto Rico), South and Central America, Spain, Portugal, Philippine Islands, etc., and is unequalled as a medium for merchants and manufacturers seeking foreign trade.

N. Y. City, Everybody's Magazine

Publisher's announcement.—The edition of EVERYBODY'S MAGAZINE reached a million copies with the April, 1905, issue.

N. Y. City, Globe

Publisher's announcement.—In accordance with the requirements of the American Newspaper Directory it was necessary to make a statement of the average circulation of the GLOBE for one year from February 1, 1904. The average for this period, 168,516 does not do the GLOBE full justice, because it was on Feb. 1, 1904, that the COMMERCIAL ADVERTISER was re-named the GLOBE. The average for the early months of the period were, of course, very much lower than toward its close, the actual average net paid circulation for the five months preceding February 1, 1905, being 127,516. It should be noted that the GLOBE has given no return privilege to dealers during the past year, and the statement of circulation is for copies actually sold and not copies printed, as permitted by the Directory.

The actual monthly daily averages for the year were:

February.....	71,500
March.....	84,031
April.....	98,363
May.....	111,369
June.....	114,587
July.....	117,023
August.....	119,474
September.....	125,182
October.....	126,613
November.....	130,080
December.....	127,521
January.....	128,346

N. Y. City, Haberdasher

Publisher's announcement.—In 1903 the Clothing Gazette was absorbed by and merged into the HABERDASHER, making a guaranteed and sworn circulation of 7,400 copies monthly. Post office receipts exhibited.

N. Y. City, Leslie's Monthly

Publisher's announcement.—The present average circulation of LESLIE'S MAGAZINE is 300,169 per month. No magazine published at any price has a better quality of circulation.

LESLIE'S is the only magazine to increase its circulation 50,000 a month during the past year without increasing its advertising rates.

N. Y. City, Leslie's Weekly

Publisher's announcement.—We earnestly recommend to your attention for your 1905 advertising, LESLIE'S WEEKLY, America's

oldest and yet best illustrated paper. We have at the present time a guaranteed circulation of nearly one hundred thousand copies each week. Nearly sixty thousand are regular subscribers; balance is handled by the news companies and dealers. We can commend this publication to you and your clients for 1905.

We shall make every effort to be just a little ahead of the procession.

Actual average year ending August, 1904, 69,077 (*). Present average over 75,000 weekly.

LESLIE'S WEEKLY—William L. Miller, Advertising Manager, 225 Fourth Avenue, New York.

N. Y. City, Music Trade Review

Publisher's announcement.—The MUSIC TRADE REVIEW has won the highest position in trade journalism. In circulation, standing and influence its superiority is universally recognized. Was given the Grand Prix at the Paris Exposition of 1900, and the Gold Medal at St. Louis, 1904.

N. Y. City, Pharmaceutical Era

Publisher's announcement.—The ERA guarantees its advertisers a circulation of 10,000 or more copies each restaurant. It is the only weekly in its field, the recognized newspaper of the drug trade, and covers that trade more thoroughly and promptly than any other medium. D. O. HAYNES, editor and publisher.

N. Y. City, Rural New Yorker

Publisher's announcement.—Circulation for 1905, guaranteed, 75,000 weekly. Records always open to inspection.

N. Y. City, Sewing Machine Times

Publisher's announcement.—Reaches the active element of the sewing machine trade—dealers and agents. All books and circulation data open to advertisers and the public. Smallest issue since 1901 was 2,250 copies.

N. Y. City, The Caterer

Publisher's announcement.—The CATERER covers, and covers thoroughly, the hotel, club, and high-class restaurant business. It is the largest paper of its kind in America and has the largest circulation of its class in the world. It opens an exceptionally rich and constantly increasing field to the advertiser.

Sample copies and advertising rates sent promptly on application.

Poughkeepsie, N. Y., Evening Star

Publisher's announcement.—Under new management the EVENING STAR has nearly doubled its circulation in the last six months. Now selling more than 3,500 daily and growing every day. Only one cent paper in city; largest and best. Big mail and county edition at \$2.50 year, circulated daily by rural delivery. Read by all classes. Only daily with live Want ad department. These are the magnets that pull all best advertising into the STAR. They prove it pays. Only daily that sells on street, competing with New York papers. Prints fine half tone cuts with daily news stories. Fully covers own local and county field, and is only daily in city that stands the test of "keyed" ads in any line of business.

Schenectady N. Y., Evening Star

Publisher's announcement.—Began printing on new Hoe 24-page press February 2. Will guarantee average daily circulation for coming year of over 7,000.

NORTH CAROLINA.

Charlotte, N. C., News

Publisher's announcement.—Leading evening paper in two Carolinas in size, circulation and advertising. Circulates in most prosperous section of these States. Half the cotton mills of the South (more than 300) within 100 miles of Charlotte.

Its circulation figures and the fact that it circulates among the most prosperous farmers of the two Carolinas tell the whole story.

OHIO.

Canton, Ohio, News Democrat

Publisher's announcement.—Seventy one years old; high class; results guaranteed. Cincinnati, Ohio, Billboard

Publisher's announcement.—The BILLBOARD made wonderful gains in circulation during the year 1904. While its average for the entire year was only 13,647, the average for the third quarter of the year was 15,171 and for the last three months of the year 17,078. On several occasions it printed over 20,000. There is every indication that during 1905 it will touch and perhaps exceed 30,000. It reaches theatrical and circus people, not only in America, but throughout the entire English speaking world. It is the only paper devoting a department to fairs, expositions, street fairs, carnivals, etc., and reaching the vast army of concessionaries and privilege people of America. Fair followers in all lines read it regularly, as do street-men, sidewalk salesmen and itinerant agents and merchants in all lines.

It reaches all parks, pleasure resorts and summer gardens and all people identified therewith in any capacity. The BILLBOARD covers the entire world of the professional entertainer, from Lyceum and Chautauqua to Theatre and Grand Opera, from Mountebank to Lecturer, from Acrobat to Impresario. Chicago Office, Suite 410, 172 Washington St., Phone, Main 1599. New York Office, Suite 8, 1410 Broadway; Phone, 2466 38th St. Issued Tuesday, dated Saturday. First form closes Saturday 12 o'clock. Last form closes Monday 6 p. m., sharp, at Cincinnati. Rate 15 cents per agate line. No discount for time or space.

Dayton, Ohio, Daily News

Publisher's announcement.—The DAYTON Daily News will guarantee a paid circulation of over 20,000 per issue for 1905. Further, will guarantee a larger circulation than all other Dayton dailies combined. Advertisers may write these conditions in the contract. The Daily News circulation has been investigated and certified by the Association of American Advertisers. Nineteen-twentieths of it has been proven to be in Dayton's trade sphere.

Dayton, O., Laborers' Journal

Publisher's announcement.—The LABORERS' JOURNAL is the only paper in America devoted exclusively to the interests of the LABORERS. It is the official organ of THE INTERNATIONAL LABORERS' UNION, the only powerful organization of LABORERS in America. It circulates among the best paid LABORERS of the country. As a means of reaching this class of work people it is unexcelled, as well as being the only publication through which they can be reached. Circulation growing rapidly. Advertising rates, guaranteed, for 1905, at 5 cents per agate line. No discount for time or space. Cash in advance, or A1 commercial references. Published 15th of each month. Forms close on 5th. Address THE LABORERS' JOURNAL, Drawer 921, Dayton, Ohio.

Hamilton, Ohio, Evening Sun

Publisher's announcement.—The SUN occupies a leading and distinctive field in one of the strongest manufacturing communities in America. Being the first newspaper to recognize union labor, it enjoys an unexampled clientele among the laboring classes. However, its circulation is not confined to that class by any means. It circulates in every village and hamlet in the county of Butler and very largely in contiguous counties. It is the official newspaper of the city of Hamilton and the county of Butler, and of the Democratic party in that city and county, being so endorsed by the controlling party committees.

Hamilton, Ohio, Republican News

Publisher's announcement.—Hamilton is one of the best manufacturing cities in Ohio. English speaking mechanics who own their own homes. THE DAILY REPUBLICAN-NEWS and the Hamilton TELEGRAPH guarantee to advertisers as much circulation as

all the other papers in Hamilton combined. Proof will be furnished for the asking. Rates on application.

Sandusky, O., Register.

Publisher's announcement.—The REGISTER has double the circulation of any other Sandusky paper. The only paper published in Erie County having general circulation in every neighborhood of the county, and only daily having circulation on rural routes, thereby reaching best communities out from principal post-offices. Pays more for freight on news print paper received than all other Sandusky papers, and over double their postage bills. The only Sandusky paper that permits official examination of circulation and thereby proves its claims. Write for copy of official examiner's certificate.

Sandusky, Ohio, Star-Journal

Publisher's announcement.—The Journal of this city was purchased and merged with the Star December 26, 1904. The STAR-JOURNAL guarantees 4,725 daily circulation, or double that of any daily published in Sandusky. It is the exclusive evening paper. Two editions daily. Books open to verify all claims made by publishers. Robert Tomes, Eastern Representative, 114 Nassau St., New York, will answer inquiries in person or by mail.

Zanesville, O., Times Recorder

Publisher's announcement.—The TIMES RECORDER goes regularly into 50 per cent more Zanesville homes than any other paper.

It goes into twice as many Southeastern Ohio homes as all other papers combined. It guarantees more than 10,000 circulation every issue of 1905, and gives the advertiser better returns on his investment than any other Ohio newspaper.

It gained more than 40 per cent in both circulation and advertising in 1904.

It is the only Ohio daily whose circulation is so large and advertising rates so low that its circulation income exceeds its advertising revenue.

The fact that it gets 50 per cent more "Want" ads than both its contemporaries combined, proves its strength with the great middle classes, and that it is the most effective advertising medium.

OKLAHOMA.

Oklahoma City, Okla., Daily Oklahoman

Publisher's announcement.—The DAILY OKLAHOMAN has a sworn circulation more than three times that of any other daily published in its field, and is now printing and circulating over 10,300 copies daily. The average for 1904 was 8,104 copies. Nineteen-tenths of its subscribers cannot be reached through any other medium. It covers the greater part of its field twelve to thirty-six hours ahead of all other dailies. It has more rural route subscribers than any three competitors.

Oklahoma City is the metropolis and railroad, commercial and geographical center of Oklahoma and Indian Territories. Population 40,000—more than twice the population of any other city in either Territory. It is situated 400 miles southwest of Kansas City and 225 miles north of Dallas, Texas. It has five National and three State banks—eight in all.

The following railroads enter Oklahoma City: The Santa Fe, Rock Island, the "Frisco," the "Kat," and the Oklahoma City and Southwestern.

The OKLAHOMAN is the largest daily published in the two Territories, and the only paper giving a sworn detailed statement of its circulation.

Population of Oklahoma in 1904, 700,000.
Of Indian Territory in 1904, 650,000.

PENNSYLVANIA.

Belleville, Pa., Center Democrat

Publisher's announcement.—Largest sworn circulator for a county seat country weekly in Pennsylvania.

Connellsville, Pa., Courier.

Publisher's announcement.—The COURIER

has nearly double the circulation of any other daily newspaper in Fayette County or the Connellsville coke region. We guarantee a circulation exceeding 4,000. A sworn statement of each day's circulation is printed in our news column every week, so that all advertisers may know just what amount of publicity they are getting for their money.

The DAILY COURIER thoroughly covers all the smaller towns within 30 miles of Connellsville.

The Weekly COURIER is the organ of the coke trade of the Connellsville region as well as being a popular weekly paper in the rural districts of Fayette and adjoining counties. It is in consequence a valuable advertising medium in lines intended to reach such interests.

Erie, Pa., Times

Publisher's announcement.—The ERIE TIMES furnishes a detailed, sworn statement of circulation for every day in the year for 1904, showing an average of 14,297 copies daily, or a larger circulation than all the other papers published in Erie have combined. The TIMES is the only paper that guarantees its circulation and embodies this guarantee in every advertising contract made. Compare our rating in this Directory with the other papers and judge for yourself. The daily average for January, February and March, 1905, exceeds 15,000 copies each issue.

Harrisburg, Pa., Telegraph

Publisher's announcement.—That the HARRISBURG TELEGRAPH is Harrisburg's best advertising medium is proven by the fact that during 1904 it carried many thousand inches more advertising than either of the other two dailies in Harrisburg. It has the largest circulation. No daily in Harrisburg has ever before printed as many papers as did the TELEGRAPH during 1904. It is the only Republican newspaper in a strong Republican city, county and State.

Philadelphia, Pa., Bulletin.

Publisher's announcement.—According to the last census, there were in Philadelphia 24,836 dwellings occupied by one family each; 1,059 were occupied by three families and over.

In no American city are there so many individual homes, in proportion to the total population.

The BULLETIN's circulation reaches a majority of these homes.

The following figures show the actual daily average circulation of THE BULLETIN for 1904, by months:

January	159,377 copies.
February	186,890 copies.
March	183,857 copies.
April	182,679 copies.
May	177,299 copies.
June	185,319 copies.
July	181,543 copies.
August	183,404 copies.
September	185,017 copies.
October	187,839 copies.
November	191,163 copies.
December	190,825 copies.

THE BULLETIN's circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

Philadelphia, Pa., Item

Publisher's announcement.—The EVENING ITEM has a sworn daily circulation of 216,106 and the SUNDAY ITEM a sworn average circulation of 222,892. The ITEM is now the only daily paper in Philadelphia that swears to its circulation, and proves it by detailed statements of the sales by dealers, stores, etc.; also sworn to by the Circulation Manager and verified by the Paper Company. A \$5,000 challenge by THE ITEM to all the Philadelphia newspapers, offering to prove that THE ITEM had more circulation than any one, daily and Sunday, has been standing since October, 1902, without acceptance. The above facts prove, indisputably, that THE ITEM has more paid circulation than any Philadelphia newspaper.

Philadelphia, Farm Journal

Publisher's announcement.—Awarded June 25, 1902, by *Printers' Ink*, the Little Schoolmaster in the Art of Advertising, to THE FARM JOURNAL. After a canvassing of merit extending over a period of half a year, that paper, among all those published



in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns.

FARM JOURNAL is unlike any other paper.

Philadelphia, Pa., Press.

Publisher's announcement.—The Philadelphia Press desires to emphasize the fact to all advertisers that owing to its clean make-up and distinctive features of high character it is becoming more and more recognized as the great home and family newspaper of Philadelphia and Pennsylvania. Since changing its price to one cent it has had a remarkable growth in circulation, and the high standard has not been changed, except in the direction of improvement. The Press is the only morning newspaper in Philadelphia to make an exact detailed statement of its circulation, and with an average of over 113,000 each day for the year, and with the Gold Marks bestowed upon it by the American Newspaper Directory, it has both quality and quantity.

Reading, Pa., Telegram.

Publisher's announcement.—July 15, 1903, when present owners took charge, circulation did not exceed 1,000. A year later the Association of American Advertisers gave us a certificate for 5,046. Jan. 1, 1905, we guarantee over 6,000 daily and are steadily growing. The quality of circulation is not excelled by any newspaper in Pennsylvania. Over 90% goes direct to subscribers. Books open to examination. Rates reasonable. We can bring you results. Full particulars on application to Robert T. Jones, in charge of all Eastern foreign advertising, 115 Nassau St., New York.

York, Pa., Daily

Publisher's announcement.—Guaranteed circulation over 3,500. Covers the 73 R. F. D. routes of York county thoroughly. The only morning newspaper in York issuing sworn statements.

York, Pa., Dispatch

Publisher's announcement.—The City of York is thoroughly covered by the DISPATCH. Forty carriers deliver directly from the office. In many blocks the DISPATCH is left at nearly every door. Average circulation for 1904 was 8,974. The DISPATCH makes sworn statement of circulation, and invites investigation of its circulation records, cash receipts, etc.

RHODE ISLAND.

Woonsocket, R. I., Evening Call

Publisher's announcement.—The CALL prints over 7,800 copies nightly, using its new Goss double deck straightline press; capacity 8 to 16 pages nightly. Guarantees largest circulation, sworn, of any paper printed in Woonsocket.

SOUTH CAROLINA.

Charleston, S. C., Evening Post

Publisher's announcement.—A good, clean, afternoon daily, which carries the advertising of its home merchants and brings them business, and can do the same for you.

Published in the metropolis and chief seaport of South Carolina, and delivered

into the homes of the people by our own carriers.

There is deposited in the savings banks of Charleston over five million dollars in small savings. The value of the garden trucks and long staple cotton grown within twenty miles of Charleston is over two million dollars annually, and the EVENING POST reaches the people who earn and spend this money. Can you afford to ignore a community like this in making up your list?

TENNESSEE.

Chattanooga, Tenn., News

Publisher's announcement.—The Chattanooga News guarantees to advertisers 50 per cent more circulation than any other Chattanooga daily newspaper. There are 354 different manufacturing concerns in Chattanooga, which makes this an "Evering paper town." The News carries nearly twice as much advertising as any other Chattanooga newspaper.

The Chattanooga WEEKLY NEWS has a circulation exceeding 35,000 (proven by Post Office receipts, or no charge for advertising). It thoroughly covers the best part of the prosperous South, and is growing at the rate of more than 1,000 new subscribers every week. Advertising rates on application.

Knoxville, Tenn., Journal and Tribune.

Publisher's announcement.—Average, sworn week day circulation, 16,019 daily for November and December, 1904, leading claimed circulation of any other Knoxville paper by 45 per cent. Average weekly issue, 14,500. Books examined by Association of American Advertisers, 1903, and circulation claims verified.

The JOURNAL and TRIBUNE occupies the exclusive morning field; publishes the only Sunday paper in Knoxville, making it the only paper which can absolutely cover the entire city of Knoxville. Present population of Knoxville and suburbs, 65,000.

It is the only paper that can reach the 42 rural routes of Knox County (population, 90,000), and 500 routes in East Tennessee, on the day of publication. Controls rural delivery circulation practically exclusively. Has the largest city circulation. Pays 70 per cent of all postage on all papers mailed out of Knoxville by 16 publications entitled to second-class rates. Certificate from postmaster, as to postage, sent on demand. Also leads in quality

Memphis, Tenn., Commercial Appeal

Publisher's announcement.—As shown above through detailed sworn statements furnished the editor of the American Newspaper Directory, the net paid average circulation for the year 1904 of the Memphis Daily, Sunday and Weekly COMMERCIAL APPEAL was 33,965 copies daily, 47,002 copies Sunday and 86,340 copies weekly. The net paid circulation of January, 1904, at the time this Directory goes to press, is over 33,000 daily, 33,000 Sunday and 87,000 weekly. Memphis being the most progressive city of the South, no Southern or National appropriation is complete without including that city.

Guarantee.—It can be made part of any advertising contract that the COMMERCIAL APPEAL guarantees the largest net paid city circulation, daily by 50 per cent, Sunday by 100 per cent, and the largest net paid country circulation, daily by 50 per cent, and Sunday by 100 per cent of any Memphis newspaper.

To substantiate this guarantee, in addition to detailed sworn circulation statements when requested, the COMMERCIAL APPEAL's white paper accounts, circulation and cash books and press and mailing rooms are always open to any one interested.

In addition to this largest circulation, the circulation of the Memphis COMMERCIAL APPEAL is everywhere recognized as one carrying character, prestige and influence, with the cheapest per line per thousand advertising rate in the Memphis territory.

Memphis, Tenn, News-Scimitar

Publisher's announcement.—The News-Scimitar is the only afternoon paper published in Memphis (being a consolidation of the *News* and *Scimitar*), a city of over 150,000 population, and which is nearly 500 miles distant from any other competing point. Already it has a circulation of over 54,000 per day (books open to all). For rates and information write Paul Block, Special Representative, New York or Chicago.

Nashville, Tenn, Banner

Publisher's announcement.—The Nashville *Banner* is the only afternoon paper in Nashville, and the only daily newspaper which is rated in figures in this Directory. The morning paper will not, or does not, furnish information upon which an exact and definite circulation rating may be based by the editor of this Directory.

The *Banner's* circulation for the year 1904 averaged 20,703 daily; yet these figures do not represent the paper's present circulation.

On Feb. 7, 1905, the daily afternoon *News*, of Nashville, suspended publication, and the *Banner's* circulation to-day is over 25,000 daily, and for the year 1905 the daily average will largely exceed these figures. The *Banner's* circulation is largely in excess of that even claimed by the morning paper.

The *Banner's* subscription price is the highest, and it publishes more local and more foreign advertising than its morning contemporary.

For rates address Banner Publishing Co., Nashville, Tenn., or any recognized advertising agency.

Nashville, Tenn, Merchant & Manufacturer

Publisher's announcement.—We reach 6,000 country merchants in Ky., Tenn., Ala., Miss., Ark. and Ga.; sworn to.

TEXAS.**Fort Worth, Tex., Daily Live Stock Reporter**

Publisher's announcement.—Receipts at the Fort Worth market last year: Cattle, 642,906; hogs, 280,000; sheep, 109,000; horses and mules, 19,000. Every shipper to this market reads the *DAILY LIVE STOCK REPORTER*, because it is the official market paper, the only one in the State, and in it only can he find reliable market reports of what he has to sell, and he must have it. These people represent live stock wealth—cattle, \$163,000,000; horses and mules, \$75,000,000; hogs, \$12,500,000; sheep \$3,500,000. Do you want to do business with them?

The *CITIZEN* is the home paper of the Texas stockman and farmer. These men represent a greater wealth of cotton, corn and cattle than those of any other State. They have money to buy what they want. They read the *CITIZEN*, and they will read what you tell them in it.

VERMONT.**Barre, Vt, Times**

Publisher's announcement.—More than half Barre's advertisers use no other medium Circ'n double that of any other in Barre.

Burlington, Vt, News

Publisher's announcement.—Average circulation 1904, 6,018; last 6 mos., 6,625; last 3 mos., 7,047; last mo., 7,347. Nearly double in Burlington and vicinity of any other paper; covers all villages and Rurals within 50 miles better than any other paper.

VIRGINIA.**Richmond, Va., Times-Dispatch.**

Publisher's announcement.—The *TIMES DISPATCH* is the leading paper of Richmond and Virginia, and is the only paper which thoroughly covers the State of Virginia. It is the only morning paper in Richmond, and its Sunday edition is the only newspaper in the city on that day. The *TIMES-DISPATCH*

has more circulation daily and Sunday than any morning paper in the South, with the exception of Atlanta, Memphis and New Orleans, and has the largest two-cent circulation, either morning or evening, in the South, with the exception of the above named cities.

The *TIMES-DISPATCH* has nearly five thousand more circulation than the combined circulations of both the *TIMES* and the *DISPATCH* when they were conducted as separate newspapers, and the circulation is still growing. There is no duplication in the *TIMES-DISPATCH* circulation. It is one paper to a home and a home for every paper.

The *TIMES-DISPATCH* goes into 90 per cent of the homes of Richmond and into thousands of the best homes in Virginia.

WASHINGTON.**Seattle, Wash., Times.**

Publisher's announcement.—Average circulation, October, November and December, 1904, 37,000 Daily; 45,450 Sunday. Average January, 1905, Daily 37,181; Sunday, 46,134. The *Times* has made the most marvelous growth of any daily paper on the Pacific Coast since it passed into possession of its present publishers in 1898. If the *DAILY TIMES* cannot show a circulation larger by 17,000 daily than any other paper on the North Pacific Coast, it will forfeit \$1,000 to any public charity in the city of Seattle. Also, it will give a like sum if it can be shown that any other Sunday paper in the State of Washington has half the circulation of the *SUNDAY TIMES*.

Tacoma, Wash, Ledger

Publisher's announcement.—The Tacoma *LEDGER* has a larger average sworn circulation than any morning daily in the State of Washington. It is the home paper of Tacoma, and is read by more people than any other newspaper printed or circulated in its field. It has a larger circulation in Puyallup, Sumner, Orting, Ellensburg, North Yakima, Olympia, Centralia, Chehalis, Aberdeen, Hoquiam, Bellingham, Everett and fifty smaller towns, than any daily newspaper published in Tacoma. It is the only morning daily in Washington that issues a colored comic supplement with its Sunday edition. In four years the circulation of the daily and Sunday editions has increased nearly 100 per cent. Tacoma has 70,000 people. Of these nearly 10,000 are factory employees, with a monthly payroll of \$700,000. Tacoma bank clearings for 1901 were \$15,733,859.73, an increase of \$17,500,000 over 1903.

Tacoma, Wash., News

Publisher's announcement.—Sworn average daily circulation of the Tacoma *DAILY NEWS* for the three months ending December 31, 1904, 15,151. Average circulation of the Saturday issue for the same period, 18,089. The *News* goes into seven-eighths of the homes of Tacoma and a large proportion of the homes of 200 towns, comprising its field through Washington, Western Idaho, Northeastern Oregon and Alaska. Tacoma has a population of 70,000. Its mills and factories employ 10,000 wage earners, with monthly payrolls exceeding \$600,000. Its ocean commerce in 1904 amounted to \$41,220,000. Jobbing trade, \$28,000,000. Bank clearings, \$15,000,000. Real estate transfers, \$7,000,000. Building improvements, \$2,000,000. City and municipal improvements, \$1,100,000. Two electric power plants near Tacoma generate 30,000 horsepower. Over 8,000 men are employed in mills, mines, logging camps and factories of tributary towns, making 18,000 wage earners reached daily by the *DAILY NEWS*. Advertising contracts subject to a guarantee of a larger circulation in Tacoma and Southwestern Washington than the combined circulation of all other dailies printed or circulated in this field.

WISCONSIN.

Janesville, Wis., Gazette

Publisher's announcement.—Over 6,000 copies of the *Janesville (Wisconsin) GAZETTE* cover the million-dollar a-year tobacco and beet sugar belt of Southern Wisconsin. An extraordinary paper in a phenomenally productive field. Investigate.

Milwaukee, Wis., Evening Wisconsin.

Publisher's announcement.—There is twice as much reading matter in *The Evening Wisconsin* as there is in most penny papers. It takes twice as long to read *The Evening Wisconsin* as it does to read a penny paper. As a consequence it is worth twice as much to advertisers, for the longer a paper can hold the attention of the reader the more valuable it is to the advertiser.

A newspaper of character like *The Evening Wisconsin* has continuous readers. The value of continuous readers to advertisers is cumulative.

It is the opinion of Mr. Simon of the Boston Store that the readers of *The Evening Wisconsin* are worth four times as much per capita to the advertiser as the readers of cheap and characterless newspapers. The Boston Store advertises largely in the *Wisconsin*, but does not use the penny papers.

Sheboygan, Wis., Daily Journal

Publisher's announcement.—Only eight-page newspaper in city. Circulation, 1,650; in 1904, 800.

CANADA.

Halifax, Nova Scotia, Herald

Publisher's announcement.—THE FIELD: No similar area in the world so rich in variety of natural resources as Nova Scotia, with its 500,000 prosperous farmers, fruit growers, fishermen, lumbermen, coal, gold and copper miners, iron and steel workers, and other artisans. Capital city, Halifax, the greatest banking center on continent for its population. Bank clearings \$90,000,000. Its local banks have 300 branches in Canada, United States, Cuba and West Indies.

THE MEDIUM: The *HERALD* (☉☉) and *THE MAIL*. Two-cent papers. Only ones in the territory that publish sworn details of circulation. Average, 15,683 in 1904. On Roll of Honor and carries the Gold Marks distinction. Has "the same flat rate for the same service to every one." Accepts ad-

vertising on condition that its circulation exceeds that of any other two papers published within a radius of 80 miles in Canada. "Writes it in the contract," and says to advertisers, "Don't stay if it don't pay." Circulation distributed as follows: City carrier customers, 4,189; newsboys, 416; country subscribers, 7,755; agents, 2,900—net. Books open to any responsible agency or advertiser.

Montreal, Quebec, La Presse

Publisher's announcement.—Sworn facts.

Daily circulation average in 1904, 85,440; on Saturdays exceeds 100,000 copies. Exceeds by 50,000 a day largest French daily. Largest circulation in Canada without exception (French or English). In Montreal City the circulation of *La Presse* is 40,000 to 50,000 a day. No other French daily issues more than 10,000 copies a day. The Province of Quebec is 80 per cent French speaking; Montreal City 75 per cent.

Toronto, Ont., Daily Star

Publisher's announcement.—At the time the Directory goes to press the *Toronto STAR* supplies advertisers with a sworn circulation exceeding 36,567 net. The *STAR* publishes more general advertising than any other paper in the city. No advertiser finds it possible to cover the territory without the *STAR*.

Winnipeg, Manitoba, Free Press

Publisher's announcement.—A reference to the circulation reports in the American Newspaper Directory for the years 1901-'02-'03-'04 reveals the fact that the *Manitoba FREE PRESS*, Winnipeg, is credited with enjoying a larger circulation than that possessed by all the other daily newspapers combined published in the Canadian Northwest, including those printed in the city of Winnipeg; and the *Weekly FREE PRESS* is credited with possessing a larger circulation than that given to any other weekly publication. Advertising rates in the *Free Press* are flat. Advertisers are invited to "pull out if it does not pay," and are given the privilege of cancelling contracts and withdrawing advertising at pleasure.



A "publisher's announcement" has a place in the Directory in the column with and directly following the catalogue description of the paper, being set in type uniform with the letterpress. In such an announcement it is possible for a publisher to say to the advertiser anything and everything that he claims in the way of superiority of his paper over others, and to place his statement in a spot where the advertiser cannot fail to read it. The charge for such an announcement is \$1 a line (average six words to a line).

Orders amounting to less than \$10 cannot be accepted unless paid for in advance. Publishers' announcements of less than twenty lines do not entitle the publisher to a free copy of the book.

DISCOUNT FOR CASH

Five per cent may be deducted from prices named, on orders amounting to ten dollars or more, if copy of advertisement and check in full settlement accompany the order.

ADDRESS ALL COMMUNICATIONS TO

CHAS. J. ZINGG, Manager Printers' Ink Publishing Company

Proprietors and Publishers of Rowell's American Newspaper Directory

10 Spruce St. (Second Floor), New York City



The country woman is to-day fully able to satisfy her most extravagant dreams. ¶ The country people never were so prosperous as they are to-day. ¶ They have the money and are willing to spend it if your goods and prices are right. ¶ And you can reach more of this special mail-order buying class through COMFORT than any other single publication. ¶ Ask any Advertising Agent about COMFORT, or write

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